SEPTEMBER 3, 1951

BROADCASTING
TELECASTING

DETROIT PUBLIC LIBY
TECHNOLOGY DEPT
DETROIT 2 MICH

PUBLIC LIBRARY
SEP 5 - 1951
DETROIT

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for Hearing
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Advertisers
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20TH year

The Newsweekly
Radio and
elevision.

Annually
Cents weekly

W-I-T-H

... makes cash registers RING!

You know how retail merchants are. If their cash registers don't ring, they drop any advertising medium like a hot brick. So get this big fact about Baltimore advertisers:

W-I-T-H regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Week in, week out . . . year in, year out . . . these retail stores buy W-I-T-H for just one reason: *W-I-T-H makes the cash registers ring* . . . at low, low cost! Smart national advertisers buy W-I-T-H for the same good reason. They know that W-I-T-H delivers more buying listeners-per-dollar than any other radio or TV station in town.

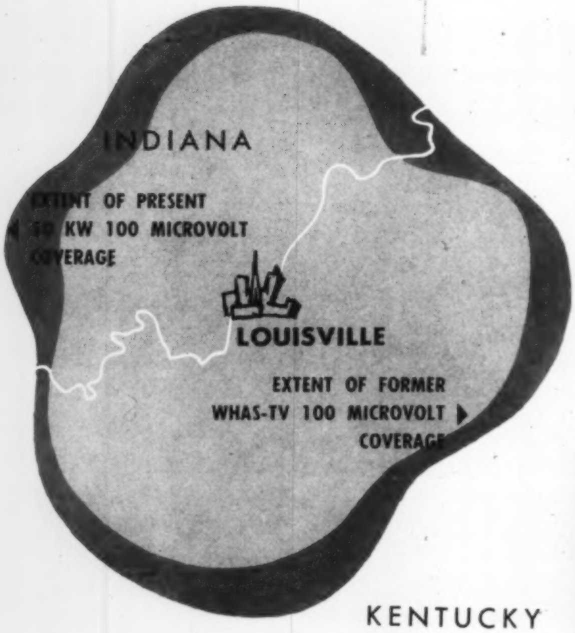
How about your own schedule in Baltimore? If W-I-T-H isn't on it, get hold of your Headley-Reed man and let him give you the whole W-I-T-H story today!

The Results station

W-I-T-H

BALTIMORE, MD.

WHAS-TV...the nation's most powerfu television station EXTENDS ITS COVERAGE!


INDIANA
EXTENT OF PRESENT
50 KW 100 MICROVOLT
COVERAGE
LOUISVILLE
EXTENT OF FORMER
WHAS-TV 100 MICROVOLT
COVERAGE
KENTUCKY

With the recent authorization to increase its power to 50,000 watts E.R.P., WHAS-TV is now covering even more of the rich Kentuckiana Market . . . reaching such additional Bluegrass cities as Lexington and Harrodsburg . . . plus important Indiana markets as well. Your TV dollar buys more on WHAS-TV!

	Population	Retail Sales
NEW WHAS-TV MARKET	1,276,875	$996,710,000
FORMER WHAS-TV MARKET	1,030,000	777,818,600
	246,875 more	$218,891,400 more
	a 23.8% increase	a 28% increase

More than *Twice* the power of Louisville's second station!

Basic CBS
interconnected
Affiliate

Serving a market of more than 96,000 television homes

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

FOR "OUT OF HOME" LISTENING

WKMH

5,000 WATTS

is now

Nº 1 *in* Detroit

In 21 of 48 quarter-hours, (12 noon to 12 midnight, Mon. thru Fri.), WKMH is the Number One Station (or is tied for Number One) in "out-of-home" listening. (★) (★★)

REFERENCE: **PULSE** OF DETROIT, JULY 1951

★ TYING FOR FIRST PLACE, FOR EXAMPLE, WITH ITS BROADCAST OF THE NEWS BY JOHN W. VANDERCOOK FROM WASHINGTON (7:00-7:15 PM MON. THRU FRI.)

★★ WKMH's OWN NEWSCASTER DALE MARR IS NUMBER ONE PROGRAM HEARD IN DETROIT (11:00-11:15 PM, MON. THRU FRI.)

LOOK FOR MORE POWER IN JACKSON, MICHIGAN!
WKHM WILL BE ON THE AIR OCTOBER FIRST.
1000 WATTS ---------- 970 ON THE DIAL

Contact your Headley-Reed representative

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

XUM

BROADCASTING TELECASTING ...at deadline

Closed Circuit

UNLESS ALL signs fail, FCC shortly will announce decision affirming examiner's finding that Arthur B. McBride is qualified as stockholder in WMIE Miami. While decision would take cognizance of Kefauver Crime Committee condemnation of Mr. McBride's past association with Continental News Service, FCC expected to hold that based on hearing record, transfer to Mr. McBride and his associate, Daniel Sherby, is warranted. Whether they will cancel deal to sell majority holdings for $220,000 (one-cent on dollar) to ex-Gov. E. D. Rivers Sr. presumably will be decided when FCC finalizes its action [BROADCASTING • TELECASTING, July 9].

FCC CHAIRMAN Wayne Coy, who accompanied President Truman on his flight Monday (Sept. 3) to San Francisco, for Japanese Peace Treaty signing, expected to participate in Sept. 4 inaugural of coast-to-coast TV. He was only one outside of President's official family to make flight on *Independence*.

EXPECTED MOMENTARILY: Important announcement regarding Red Skelton program on CBS understood to introduce "new element in radio network selling" (see story this issue).

DEPT. OF DEFENSE has urged radio and TV companies to obtain accreditation for all news correspondents who might be sent overseas in event of new emergency. By completing security check and other details now, correspondents could be cleared quickly for transportation to zone of trouble if it broke out. Other matter also covered at meeting of defense officers and representatives of broadcasting, press and communications companies included possible reactivation of *Spindle Eye*, communications ship designed for Japanese invasion and now in mothballs.

FCC HAS approved CBS affiliation with Mexican border TV station XELD-TV Matamoros [BROADCASTING • TELECASTING, Aug. 20], but only for period of license of WCBS-TV New York, which expires, as do licenses for all TV stations in February, 1952. Legal question whether Commission approval necessary for kines and film was resolved by FCC along lines that they are "programs" within meaning of the Communications Act and FCC rules.

OFFICE of Price Stabilization is working out new ceiling price regulation for manufacturers. This one, due for announcement in few days, will probably be effective 60-90 days later. It will allow manufacturers to consider increased advertising costs in setting new ceiling price, patterned after Capehart formula in Defense Production Act.

PLANS under way for revival of *Army Hour* of World War II into new hour-long program retitled *America's Hour*. Utilizing substantially same format, program would be available for sponsorship with Coca Cola understood prepared to pick up tab for first program or perhaps first segment. *Army Hour*

(Continued on page 90)

Upcoming

Sept. 5-6: Hearing on Benton Bill to create National Citizens' Advisory Board on Radio and TV. Senate Interstate & Foreign Commerce Subcommittee, Capitol, Washington.

Sept. 6-7: NARTB TV Board Meeting, Cavalier Hotel, Virginia Beach, Va.

Sept. 6-8: Georgia Assn. of Broadcasters, Summer Meeting, King & Prince Hotel, St. Simons Island, Ga.

Sept. 10-11: District 2 NARTB Meeting, Syracuse Hotel, Syracuse.

(More Upcomings on page 76)

Bulletins

BRIG. GEN. DAVID SARNOFF, RCA board chairman, named by Gen. Lucius D. Clay, national chairman of Crusade for Freedom, as chairman of Greater New York drive for funds to help Radio Free Europe and Radio Free Asia.

LEONARD F. CRAMER RESIGNS DuMONT POST

LEONARD F. CRAMER resigned as executive vice president and director of Allan B. DuMont Labs, ending 16-year association with video manufacturing concern, last ten as executive vice president.

Resignation will have no effect on operation of DuMont TV network, Chris Witting, director and general manager, said Friday. Mr. Cramer, he explained, had devoted himself to company's manufacturing and sales aspects.

One of earliest DuMont employes, Mr. Cramer originally was in charge of company's sales and advertising, handling negotiations with government for electronic equipment during war. Transferring to broadcast end, he supervised WABD (TV) New York in its early days of commercial operation and was instrumental in the formation of DuMont TV Network.

In 1948, Mr. Cramer relinquished management of telecasting phase to Comdr. Mortimer Loewi, who in June returned to his earlier post of executive assistant to president when Mr. Witting assumed control of network operations [BROADCASTING • TELECASTING, June 18]. Since 1948, Mr. Cramer has concentrated on manufacturing end. He said his immediate plan is to take extended vacation. He will announce business plans in autumn.

FCC SETS RECORD

RECORD of 20 days from date of application to date of grant was set by FCC Aug. 29 when it granted KBND Bend, Ore., permission to change from 1270 kc to 1110 kc with 1 kw (DA-N). But there are extenuating circumstances. Seems 1950 grant on 1270 kc was discovered to be an egregious error—that frequency had been promised to Canada! So FCC engineers worked with KBND technicians, found new frequency, pushed through grant in hurry.

Business Briefly

RAZOR RADIO ● American Safety Ra Co., New York (Treet, Blue Star), Sept. 1 enters 100 markets with 10-week spot ra schedule. Agency, BBDO, New York.

LEVER CAMPAIGN ● Lever Brothers, Ne York (Jelke margarine) increasing frequen of spots in 100 radio markets, effective in ear September, for 52 weeks. Agency, BBD New York.

SPUDS TEST ● Philip Morris, New Yo (Spuds cigarettes), effective Oct. 1 starts te radio campaign in several markets for 1 weeks. Agency, Biow Co., New York.

GILLETTE VIDEO ● Gillette Safety Raz Co. (Prom home permanent, White Rains) an Hazel Bishop Inc., to sponsor 8-8:30 p.m. seg ment of ABC-TV *Stop the Music*, effecti Nov. 1, on alternate Thursdays. Agencie Foote; Cone & Belding for Gillette; Raymon Spector Co. for Hazel Bishop. Old Golds spo soring last half-hour of program.

AGENCY NAMED ● J. P. Smith Shoe Co Chicago, names Price, Robinson & Frank, Chi cago, as agency. Radio and TV to be co sidered in media planning.

MOTOROLA SPOTS ● Motorola Co., Chi cago (TV, radio sets) starting radio-only sp announcement campaign Oct. 21 in 84 marke for six weeks. Agency, Ruthrauff & Rya New York.

WCOL APPLICATION FILED

APPLICATION for sale of WCOL-AM-F Columbus, Ohio, to Secretary of Commer Charles Sawyer for $100,000 [CLOSED CIRCU July 16] was filed Friday with FCC. Pu chase of 250-w station on 1230 kc from Llo Pixley and family also includes 10-year lea on studios at $20,000 per year. Sale leaves M Pixley with 51% interest in WLOK Lim Ohio. He acquired WLOK last April, subs quently sold 49% interest to Columbus inte ests. Mr. Sawyer already owns WING Dayt and WIZE Springfield, Ohio, also publish *Lancaster* (Ohio) *Eagle-Gazette*.

KHJ-TV TO MAKE BOW

CHANGING call letters to KHJ-TV, Don L Network takes over operation of KFI-T Los Angeles from Earle C. Anthony at a.m. Sept. 6 (Thursday) when $2½ milli purchase of station officially leaves escr FCC approved transaction Aug. 8. Wi Brown, Don Lee president, to take act charge, with Ward Ingrim as executive v president for radio and TV, and Geo Whitney, vice president in charge of TV sa

NBC PROMOTES PHILLIPS

CHARLES H. PHILLIPS, formerly sales m ager of NBC-TV spot sales, named assis general manager of WNBC-AM-FM WNBT (TV), NBC New York key out Ted Cott, general manager of stations, new post made necessary by increase in l billings.

PENNSYLVANIA
WGAL-TV
Television

Photograph of a typical program shows Dr. Ulna Goodall (left), Secretary of Public Instruction, Visual Education, with WGAL-TV staff member, Leo Kelly.

REPORT TO THE COMMONWEALTH

Time—Saturdays, 6:45 P.M.—on WGAL-TV the head of one of Pennsylvania's many State Departments reports on the duties, functions and activities of his Department while the people of this large area of Pennsylvania look, listen and learn. This public interest telecast answers the numerous requests for information which are regularly received by lawmakers and public officials in the Commonwealth's Capitol.

WGAL-TV presents this public service program as one of many in its endeavor to render outstanding service to the people of the communities it serves.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President

NBC
TV-AFFILIATE

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

Them WHAT SEE

Them WHAT HEAR

2 Markets

YES, EVER SINCE TIME BEGAN . . . (Way back when Knighthood was in flower) there have been 'Them WHAT HEARD' and 'Them WHAT SAW!. Today it has become possible to analyze to what degree that is so . . . THE FIGURES PROVE THAT (IN THE NORTHWEST) RADIO . . . and 'Them WHAT HEARD' . . . IS THE LARGER GROUP. In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 33.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

this much is in the BAG

The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST"

Name

Business Address

State

City

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1 *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

How many pounds are sirloin steak?

☐ 250 lbs.

☐ 150 lbs.

☐ 50 lbs.

Sirloin on a plate comes as thick as you want it and as big as your appetite (or your pocketbook).

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this: **From a 1000-pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of "eatin' meat."** ***But only 8% of this, or around 50 pounds, is sirloin.***

That's why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

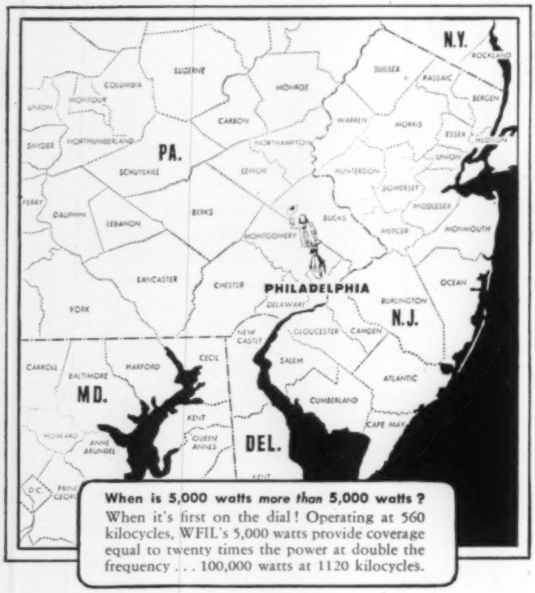
Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Bell-Ringer in BRIDGETON..

WFIL


N.Y.
ROCKLAND
SUSSEX
PASSAIC
BERGEN
LUZERNE
COLUMBIA
MONTOUR
UNION
MONROE
CARBON
WARREN
MORRIS
ESSEX
HUDSON
SNYDER
NORTHUMBERLAND
PA.
NORTHAMPTON
UNION
SCHUYLKILL
LEHIGH
HUNTERDON
SOMERSET
PERRY
DAUPHIN
LEBANON
BERKS
BUCKS
MIDDLESEX
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LANCASTER
CHESTER
PHILADELPHIA
OCEAN
DELAWARE
BURLINGTON
YORK
N.J.
NEW CASTLE
GLOUCESTER
CAMDEN
CARROLL
HARFORD
CECIL
SALEM
BALTIMORE
ATLANTIC
MD.
CUMBERLAND
KENT
CAPE MAY
HOWARD
ANNE ARUNDEL
QUEEN ANNES
DEL.
D.C.
KENT

When is 5,000 watts *more than* 5,000 watts?
When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

Bridgeton's Liberty Bell rang tidings of freedom in 1776.

WFIL BLANKETS BRIDGETON...

Bridgeton's history goes back to 1716. But you don't have to go that far to realize that Bridgeton is a market worth having. Political center of New Jersey's leading farm county, seat of 45 manufacturing plants, home for more than 18,000 people . . . Bridgeton today sells $28 million worth of goods through 356 retail outlets. Back up your merchandising with a voice that carries—WFIL. Its penetrating signal regularly pulls two-thirds of Bridgeton's radio families . . . and 58 per cent of all radio homes in prosperous Cumberland County. Schedule WFIL.

..and ALL of America's 3rd Market

adelphia

C. F. SEABROOK, Farmer—Leader in a leading farm county, Seabrook Farms grows and packs fine frozen foods. Cumberland County farmers prosper; gross $37,000,000 a year.

HAROLD W. BALBIRNIE, Druggist—Bridgeton drug stores are social centers, too. Establishments like H. H. D. Balbirnie and Son sell $517,000 worth of goods a year.

MARY B. ROBERTS, Farmer's Wife—Sell her! For Bridgeton-area farm families average $11,256 in annual retail spending . . . 165 per cent more than the national farm average.

J. ELMER MULFORD, Auto Dealer—Bridgetonians spend $5,126,000 a year on automobiles, buy from dealers like Mr. Mulford, treasurer of Elmer D. Mulford, Incorporated.

AND THE 14-COUNTY TRADE AREA

You get the most for your radio money in Bridgeton with WFIL. And it's the same story throughout Philadelphia's vast 14-County Retail Trading Area, where WFIL's signal is strongest. It's America's 3rd market because here are 4,400,000 people, more than $6 billion in purchasing power, a high income level ($5,345 per family). It's *your* market when you sell through WFIL, regular stop on two out of three dials in this rich, sales-producing zone. And WFIL brings you in a winner, too, in a huge bonus area reaching way beyond the 14 counties. Schedule WFIL.

WFIL

560 kc.

The Philadelphia
Inquirer Station

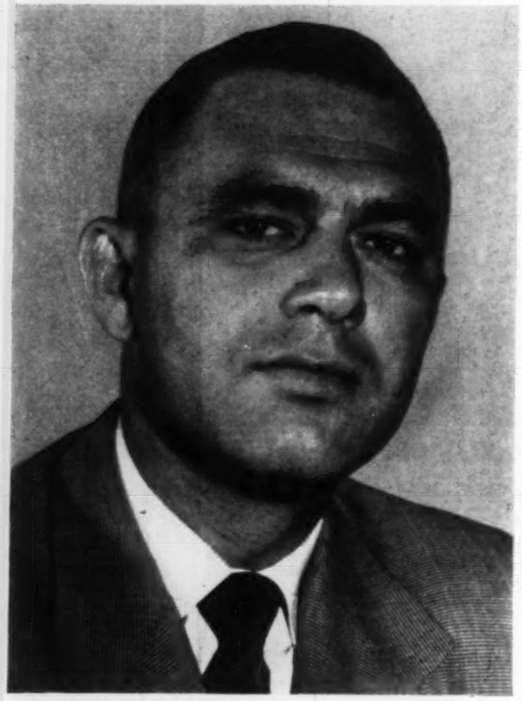
An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Announcing

the

appointment of



Mr. Carroll Loos

as

Commercial Manager

KOMA

J. J. Bernard, Vice-Pres.-Gen. Mgr.
OKLAHOMA CITY

•

50,000 WATTS --- CBS

•

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

agency

GEORGE H. GRIBBEN, vice president and head of copy, named head of radio-TV commercial department Young & Rubicam, N. Y. **WILLIAM J. COLIHAN**, in same department, named manager.

WILFRED S. ROBERTS, director of radio and TV Pedlar & Ryan, N. Y., elected vice president.

Mr. Roberts

JOHN F. BROOKS, assistant director of research Federal Adv. Agency, N. Y., appointed associate account executive. **CHARLES S. PATTERSON**, Daniel Starch & Staff, N. Y., to Federal as assistant to Miss **MARGARET BOOSS**, director of research.

DON FAIRBAIRN, farm commentator CBC Toronto, named radio director E. W. Reynolds Adv. Ltd., Toronto.

NEEDHAM, LOUIS & BRORBY Inc. opens Toronto office early in Sept. at 880 Bay St., with **JOHN WILLOUGHBY** of Chicago office as manager. **E. W. S. REED**, formerly of J. Walter Thompson Co., Toronto, will be staff member.

ANDY POTTER, executive producer Wm. Esty Co. Inc., Hollywood, to Calkins, Holden, Carlock, McClinton & Smith, L. A., as radio and TV director.

KIRKLAND, WHITE & SCHELL, Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains LAmar 3682-3.

on all accounts

A FORMER mentor, Robert Joseph Fisher, is now doing his teaching by example as aggressive account executive for Lever Bros.' Surf with N. W. Ayer & Son, New York.

Mr. FISHER

Born in Ashland, Ohio, on Oct. 24, 1915, Mr. Fisher was educated at U. of Syracuse, where he majored in history and political science. With the aid of a scholarship and working as a radio researcher, plus an occasional summer's waiting on tables, Bob Fisher managed to get his degree in 1938.

After graduation, his first job was teaching civics and English at a Syracuse high school, while continuing to study at night for his master's degree. Two years later he abandoned teaching for a selling position with the American Text Book Co., and one year later accepted a position with Lever Bros. in the market research department.

In November 1943 he joined the Navy as a lieutenant junior grade, and upon his return in 1946 he went back to Lever Bros. for a short while. In 1947 he joined N. W. Ayer & Son's Philadelphia office in the plans department working on food and drugs. Two years later he was transferred to the agency's New York office on the Lever Bros. account.

Lever Bros. (Surf) is currently sponsoring *Hawkins Falls*, five times weekly on NBC-TV and also is running a spot radio and television campaign.

The Fishers have been married since 1940. She is the former Kathryn Benner. They have two children, Jeffery, 8, and Janet, The family home is in White Plains.

Bob Fisher claims that he has no time for hobbies, that his job and home occupy him completely.

beat

GORDON CATES, vice president Lennen & Mitchell, N. Y., to Biow Co., N. Y., as vice president and account supervisor.

BILL SEYMOUR, radio writer, announcer and producer, to Leo Burnett, Chicago, as member of broadcast department.

FRANKLIN S. ROBERTS, radio-TV director Harry Feigenbaum Agency, Phila., appointed radio-TV director Wil Roberts Adv., same city.

J. N. RAGER, Erwin Wasey & Co., N. Y., to Simoniz Co., Chicago, as assistant advertising manager.

EDWARD S. GORE, Philadelphia advertising executive, to J. Robert Mendte Adv. Agency, N. Y., as vice president.

ALEXANDER H. CARVER Jr., *Holiday* magazine, Phila., to Kastor Farrell, Chesley & Clifford, N. Y., as account executive.

IRVING ECKHOFF, partner Roche, Eckhoff & Assoc., L. A., speaks on use of radio, television and newspapers as ways of promoting special events and sports at joint luncheon of Hollywood and San Diego Advertising Clubs Wednesday (Sept. 5) at Del Mar, Calif.

HOWARD (Jeff) FORBES, account executive and assistant sales director WDTV (TV) Pittsburgh, appointed radio-TV director W. Craig Chambers Adv. Agency, Pittsburgh.

Mr. Forbes

JAMES YATES appointed creative assistant to president Buchanan & Co., N. Y. He was with William Esty Co. and Ted Bates Agency.

DON DAVID named to copy department Ruthrauff & Ryan, Detroit. He was with BBDO and McCann-Erickson.

FRANK J. SCHROEDER named to art staff Gray & Rogers, Phila. Mr. Schroeder was with Lott Adv. Agency, Santa Monica, Calif.

WILLIAM J. LUEDKE, product manager for Pepsodent Div., Lever Brothers Co., has resigned to become member of plans and merchandising board of N. W. Ayer & Son, Phila., effective September 17.

CURTIS BERRIEN, Biow Co., N. Y., to copy staff Needham, Louis & Brorby, Chicago. He was with McCann-Erickson and Tatham-Laird, also Chicago.

VERA BRENNEN, radio head Duane Jones, N. Y., for past nine years, to Scheideler, Beck & Werner, N. Y., in same capacity. **SHERMAN K. ELLIS Jr.**, account executive Duane Jones, to General Foods, N. Y., as production manager for decaffeinated coffees. **ANNE SMALL**, timebuyer Duane Jones, to Scheideler, Beck & Werner, in same capacity. **WALTER WARE**, TV production supervisor, Duane Jones, to Scheideler, Beck & Werner, as television director.

EPRESENTATIVES of the H. J. Heinz Co. hold a final production meeting t WDTV (TV) Pittsburgh for the Heinz half-hour Friday segment of the pular cooking show, *Kay's Kitchen*. Heinz began sponsorship Aug. 10. to r: Howard J. Forbes, WDTV account executive; Arthur Dimond, Heinz dvertising manager; A. J. Adams, Heinz' head of production for advertising; la Jones, Heinz home economist; W. L. De Weese, production manager, einz sales division, and William Suitt, account executive with Maxon Adv., Detroit.

Obviously OUTSTANDING

Fundamental research in PEORIA made possible the commercial production of penicillin!

That's only one of many achievements of the Northern Regional Research Laboratory in Peoria. Established by the U. S. Dept. of Agriculture, the "lab" develops important industrial uses for cereal and oilseed crops of the North Central states . . . and agricultural residues of the entire nation. It's OBVIOUSLY OUTSTANDING!

WMBD Dominates the Rich Peoriarea Market

WALTER THURMAN, popular world newscaster. His 8 a.m. and 12 Noon newscasts attract more listeners than the next two Peoriarea stations COMBINED.

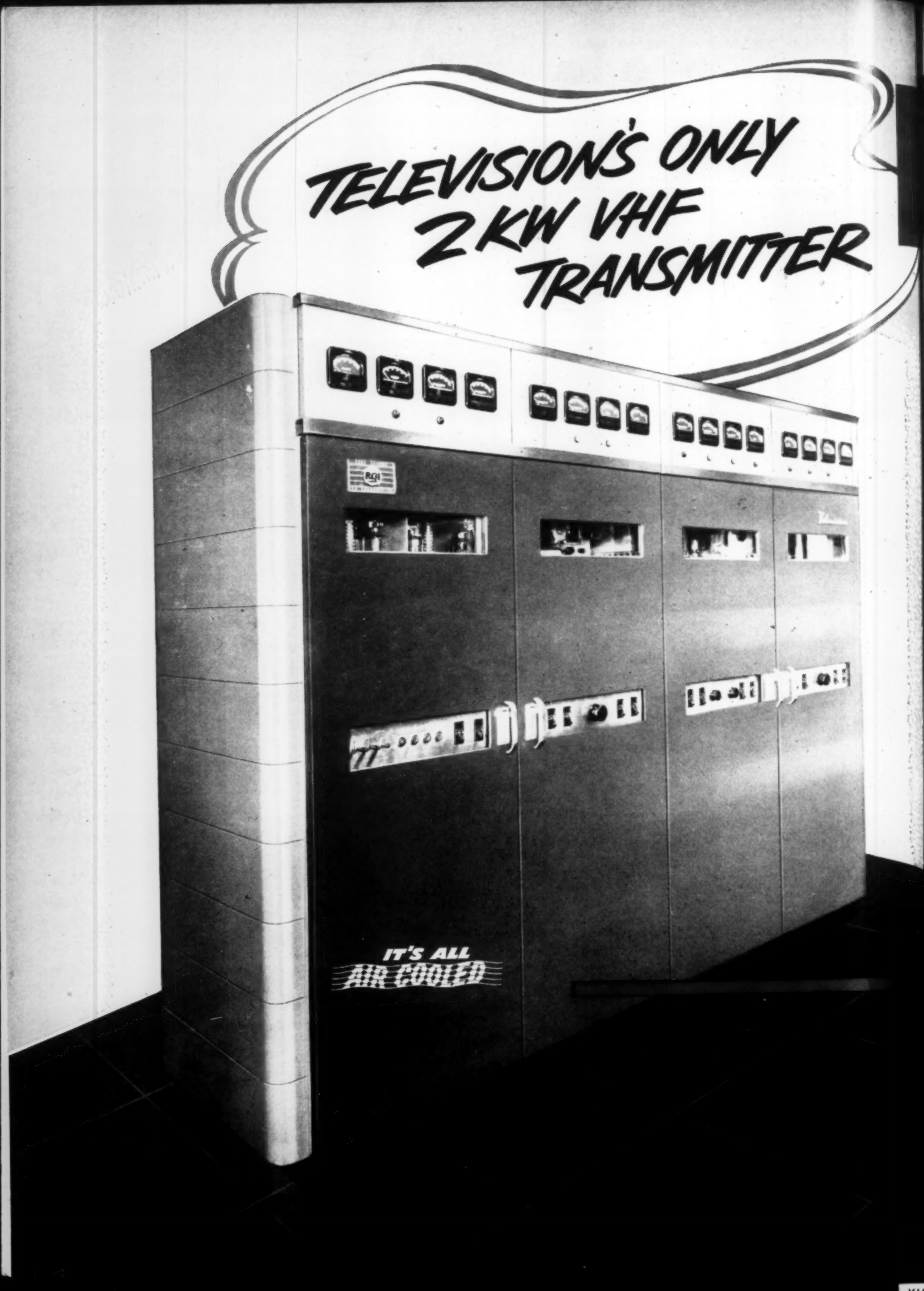
LOCAL ADVERTISERS KNOW IT! They must base their advertising expenditures on RESULTS . . . and in the highly competitive Peoria market, local retailers buy more program time by far on WMBD than on any other Peoriarea station. These advertisers *get* RESULTS! Over 21 of them have been on WMBD for more than 10 years . . . many for more than 20 years. *WMBD IS YOUR NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!*

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Affiliate
5000 Watts


TELEVISION'S ONLY
2 KW VHF
TRANSMITTER
RCA
IT'S ALL
AIR COOLED

for 2 to 20 kilowatts ERP*

If you plan to start TV station operations with a modest equipment investment . . . and still be sure you get adequate signal coverage . . . this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—*because all the tubes are standard types.*

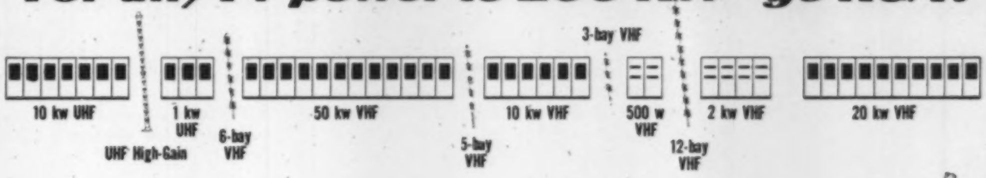
Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

ANNOUNCING—a 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. *Available only from your RCA Broadcast Sales Specialist.*

*Effective radiated power

For any TV power to 200 KW—go RCA!



The heart of the "2 kw"—
the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

XUM

in Indianapolis
SALES are UP
for Grocers & Druggists
DAILY 1-5 P.M.
WISH
1310 ON EVERY DIAL
CHUCKLES OPEN HOUSE

Ruth Burnett

nationally famous merchandising expert

has joined our staff

There probably isn't a single Indianapolis druggist or grocer—retail or wholesale—who doesn't personally know and respect Ruth Burnett. She digs out facts. She makes tests—going right to the consumer if necessary. She tells you from first-hand research just WHERE your products stand with actual buyers, furnishes you priceless merchandising information you couldn't get in any other way. Write or phone for further information now to the Bolling Company or to WISH . . .

"The Station that never out-promises
BUT ALWAYS OUT-PERFORMS"

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

Represented Nationally by The BOLLING COMPANY

new business

Spot • • •

CALIFORNIA CENTRAL AIRLINES, L. A., starts transcribed spot campaign in Los Angeles, San Francisco and San Diego. TV will be used in Los Angeles. Other cities to be added later. Agency: Calkins, Holden, Carlock, McClinton & Smith, L. A.

HAROLDS CLUB, Reno, using spot announcements on 31 western radio stations in Washington, Oregon, California and Nevada. Spots promote Reno as vacation-tourist area. Agency: Thomas C. Wilson Adv., Reno.

SMITH - DOUGLASS Co., Norfolk, Va. (S - D Fertilizers), renews *Debnam Views the News*, 12:45-1 p.m., starting today (Monday), over 11 southern stations: WPTF Raleigh; WTAR Norfolk; WDSC Dillon, WRCS Ahoskie, N. C.; WABZ Albemarle, N. C.; WHNC Henderson, N. C.; WIRC Hickory, N. C.; WFMA Rocky Mount, N. C.; WRRF Washington, N. C.; WSJS Winston-Salem, N. C.; WFLO Farmville, Va. Agency: Lindsey & Co., Richmond.

WESTERN STATES REFINERIES, through Ross Jurney & Assoc., Salt Lake City, will sponsor *Tune-Test*, syndicated feature of Walter **Schwimmer Productions**, Chicago, half-hour daily on six Rocky Mountain stations: KALL Salt Lake City, KVNU Logan, KOVO Provo and KLO Ogden, all Utah, and KLIX Twin Falls and KID Idaho Falls, Ida.

HOLLAND FURNACE Co., Holland, Mich., expands its TV spots schedule now in six cities, by adding seven markets. Agency: Roche, Williams & Cleary, Chicago.

AMERICAN VITAMIN Assoc., L. A., purchases KTLA (TV) Hollywood *Frosty Frolics* for placement in 10 TV markets including Hollywood, starting Sept. 7 for 13 weeks. Program will originate from KTLA and be kinescoped for telecasting on other stations, to be heard Mon., 7-8 p.m. (PDT) first week and Sept. 12 moving to Wed., 8-9 p.m. (PDT) slot. Other markets include Chicago, San Francisco, Washington, D. C., Baltimore, Cincinnati, Cleveland, Columbus, Detroit, Philadelphia. Agency: Schwimmer & Scott Inc., L. A.

G. T. FULFORD Ltd., Brockville, Ont. (Baby's Own tablets), starts spot announcement campaign for one year on number of Canadian stations. Agency: Hayhurst Adv. Co., Toronto.

A. O. McCOLL Ltd., Vancouver (peanut butter), starts spot announcement campaign on British Columbia stations. Agency: O'Brien Adv. Ltd., Vancouver.

Network • • •

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), will sponsor *Hail the Champ*, Sat., 5:30-6 p.m. (CT) on three ABC-TV stations, WENR-TV Chicago, WXYZ-TV Detroit and WXEL (TV) Cleveland, from Sept. 22 for 52 weeks. Agency: Henri, Hurst & McDonald, Chicago.

PILLSBURY MILLS, Minneapolis, for various flour products, buys quarter-hour of *Kate Smith Show* on NBC-TV one day weekly throug Leo Burnett, Chicago. Segment is 3:15-3:30 p.m. (CT) on Monday from Sept. 10 for 52 weeks.

STERLING DRUG Co., N. Y., sponsoring 10:30-11 p.m. segment o *Songs for Sale*, over CBS-TV Network, Sat., 10-11 p.m., beginning Sept. 15, for 16 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHAMPION SPARK PLUG Co. renewing its sponsorship of *Champio Roll Call*, five-minute sports commentary, Fri., 9:55-10 p.m. over ABC effective Sept. 28. Agency: Mac Manus, John & Adams, Detroit.

LESLIE SALT Co., S. F., Sept. 22, starts sponsorship of *Meet th Missus Varieties*, Sat. 11:30 a.m.-12 M. (PDT), for 52 weeks, on 1 Columbia Pacific stations. Agency: Long. Adv. Service, S. F.

SCHICK Inc., Stamford, Conn. (razors), sponsoring Rudolph Halley, former chief counsel of Senate Crime Investigating Committee, as na-

(Continued on page 75)

GO YANKEE!

with the

YANKEE NETWORK NEWS SERVICE

☆

New England's FIRST and LARGEST Radio News Service

Your Petry Man will show you how to reach the consistent, loyal, home-town New England audience of the Yankee News Service.

— *Since 1934* —

8 A.M. 9 A.M. 1 P.M. 6 P.M. 11 P.M.

A New England Institution

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

NEW
TIME
for these
WASHINGTON
favorites

BILL HERSON

By popular demand Bill's morning show is now heard Monday through Friday 6:00 to 10:00 A.M. . . . Saturdays till 9:00

GENE ARCHER

Gene Archer and the Cliff Quartette with Gene's songs and easy chatter in a full hour feature each noon-time 12:15-1:15 PM

NANCY OSGOOD

Now heard in her regular half hour at 1:15 each weekday afternoon. This is a great combination with Gene Archer.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

feature of the week

AMERICAN LEGION and the Pennsylvania Assn. of Broadcasters have joined forces in a radio assault on Communism.

J. Norman Lodge, Legion public relations officer, hopes that other state broadcasters' associations will pick up the idea and that the assault will become nation-wide.

Mr. Lodge, veteran newspaperman and world traveler, has prepared a series entitled, *The Enemy We Face—World Communism.*

The series consists of 24 five-minute scripts which Mr. Lodge says are based on fact and not simply emotional propaganda. "Already," Mr. Lodge says, "43 Pennsylvania stations are carrying the programs and we hope that 25 more stations in Pennsylvania will air the series."

Subjects of the series cover religion, schools, sportsmanship, medicine and many other aspects of daily life.

Of the five minutes, 3½ are consumed by the narrative. Remaining 1½ minutes are open for plugs for the American Legion, the station, and the association.

As prepared now, a typical script would open like this:

"The American Legion through the cooperation of the Pennsylvania Assn. of Broadcasters now brings you the first in a series. . . ."

And close like this:

"This program has been brought to you by the American Legion and was prepared especially for Station XXXX."

The opening script, designed to be aired on a Monday, deals with religion. Its narrative begins:

> Yesterday church bells rang in Pennsylvania,
> People went to a church of their own choice.
> In their own way they worshipped God,
> But in the Soviet Union no church bells rang.

Mr. Lodge, 24 years with Associated Press and four times around the globe, knows enough to keep the language simple and the appeal direct.

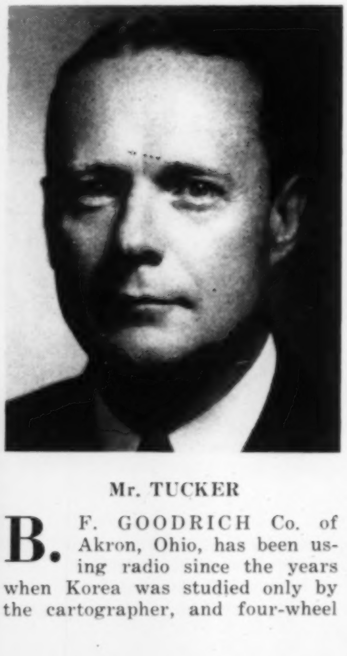
"We could make these scripts suitable for any radio station in the country by simply changing a word here and there," he pointed out.

"We hope that this idea will spread across the country. We'll air mail these scripts to any station manager who requests them."

Mr. Lodge's office is in the new American Legion building at 1608 K St., N.W., Washington, D. C.

Mr. Lodge figures that the American Legion with a three million membership and its one million members of Auxiliary offer a loyal audience for radio stations to begin with.

strictly business



Mr. TUCKER

B. F. GOODRICH Co. of Akron, Ohio, has been using radio since the years when Korea was studied only by the cartographer, and four-wheel brakes were being tested in Detroit.

Through the years, B. F. Goodrich has been synonymous with automobile tires and other rubber products. The name is put before each new generation by extensive advertising.

Frank Thomas Tucker has headed up this advertising operation as director of advertising for the past decade.- And in his association with the powerful advertising media, Mr. Tucker has become acquainted with the salesmanship of radio, and now television.

Mr. Tucker is well-versed in the open secret that has made B. F. Goodrich famous in its field. As he explains it:

". . . in radio, television and printed matter the sponsor's name is highly important and should not be soft-pedaled."

Or, he tells about an experience in an Akron barber shop, which goes like this:

"I asked the barber, a TV fan, how he liked the B. F. Goodrich

(Continued on page 71)

IF YOU'RE INTERESTED IN WOMEN . .

Day After Day, Year After Year, WISN's Ann Leslie Proves That She Is Milwaukee's and Southeastern Wisconsin's MOST POPULAR Women's Commentator.

For More Than 18 Years Ann's "Over The Coffee Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

17 OUT OF 18 PREFER WDAY, FARGO!

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

open mike

Overseas Mail Bag

EDITOR:

It was a distinct pleasure to learn from an article on page 23 of your July 23 issue that Radio Free Asia has been formed for the purpose of fighting Communism in Asia.

The Bolinao Broadcasting System presently operates two standard broadcast stations and one shortwave station in the Philippines with an additional standard broadcast station to be added shortly. . . . If [Radio Free Asia] would care to avail themselves of our services in any way, we would be delighted to help. We also are willing to offer our comprehensive facilities on a "no charge" basis if they can utilize them in the furtherance of their objectives.

Unfortunately, your article did not contain an address or we would have communicated directly with the Committee without troubling you.

James B. Lindenberg
President
Bolinao Broadcasting System
Manila, P.I.

[EDITOR'S NOTE: Radio Free Asia will operate under the jurisdiction of the Committee for a Free Asia, 245 California St., San Francisco.]

Voyage of Discovery

EDITOR:

I just got back from Nassau and I thought you might be interested . . . in ZNS, the Voice of the Bahamas, operated by the Telecommunications Dept., Nassau, Bahamas . . . I was very much surprised to find that this radio station, in a British colony, is commercially operated . . . has been operating commercially since Aug. 1, 1950. . .

Joseph L. Brechner
General Manager
WGAY-AM-FM Silver Spring, Md.

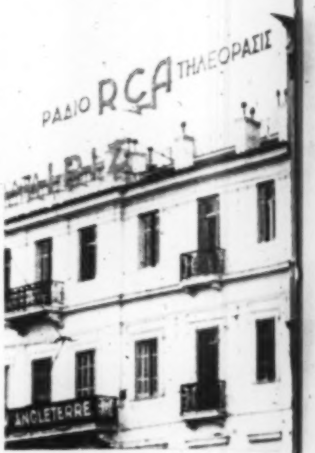
* * *

It's All Greek

EDITOR:

The neon sign on Constitution square in the center of downtown Athens has given me such a bang I decided that you . . . ought to know about it.

Maybe you are an old fraternity man and can read the wo "Radio, RCA, Television."



It is typical of Greek spirit an optimism, for television is n nearer here than Vatican City.

Radio, however, is about th most advertised commodity i Greece, utilizing outdoor advertising for the job because there i little time sold on Greek broadcasting stations. Whitewashed walls o ancient vintage herald "RCA" an "Philco" along with English an German makes all over metropolitan Athens. I believe, howeve that English makes have a sligh edge on the others in number i use.

There are about 200,000 receiving sets in use in Greece, population some 8 million, which is prett good considering the 100% import tax on such items and the lac of electric power in hundreds o villages. A listening tax of abou 60 cents a month on each set goe to support the National Broadcasting Institute, a la BBC . . .

I keep up with things at hom via your magazine, a month late.

Layne Beaty
ECA/FA
APO, 206, c/o Postmaster
New York.

* * *

Anthem in Chicago

EDITOR:

In your OPEN MIKE departme of the Aug. 27 issue, R. B. Mc Alister of KICA Clovis, N. M suggests all stations play the Na tional Anthem at the same tim each day, as a constant reminde of the American way of life.

We think that is a good ide and WLS has already made a sta in that direction. For the pa 20 years, we have opened ou *Dinnerbell* program broadcast ea day, Monday through Friday, wi the National Anthem played by 20-piece studio orchestra.

For almost the same period time, we have closed the *Natio Barn Dance* at midnight each Sa urday with the entire cast, back by the instrumentalists on th show, singing this revered sele tion.

Glenn Snyder
Manager
WLS Chicago

Survey* Shows 212,940 RADIO HOMES*
31,072 TV HOMES AND BUSINESSES*

IN TULSA TV AREA ...
AS OF JULY, 1951

★ NOT "178,498 RADIO HOMES"
NOT "OVER 83,000 TV HOMES"
as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

$1,000 REWARD!

Associated Tulsa Broadcasters have posted $1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO
4.45 HOURS VIEWING TELEVISION

FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.

KPRC *Delivers*

the lowest cost per-thousand

in the fabulous Houston market

- **Network station B's cost-per-thousand is *52% HIGHER than KPRC****
- **Network station C's cost-per-thousand is *142% HIGHER than KPRC****

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 time Daytime Quarter Hour Rate.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager

Represented Nationally by
EDWARD PETRY & CO.

KPRC
HOUSTON

A-6-51

In The Public Interest

WDRC Aids Camp Fund

A ONE-MAN campaign by Jack Zaiman over WDRC Hartford, Conn., resulted in listener contributions of $1,156.80 for the Camp Courant fund. The summer camp is operated by the local morning newspaper for children in the area. Money was raised by Mr. Zaiman on his *Needle Club* program. The WDRC contribution puts the *Courant's* $15,000 camp fund over the top.

* * *

WLBR Raises Fund

WHEN word reached WLBR Lebanon, Pa., that local 4½-year-old boy was dying of cancer, the station swung into action to raise funds for the stricken boy's family. All-out drive was started on the air at 7 p.m. and by 1 a.m. over $2,500 had been pledged by WLBR listeners, the station reports. Campaign was spirited by Announcers Hy White and Syd Brenner. More than 500 people called in during the evening—and many are still calling. At last report over $3,000 had been collected.

* * *

Bloodmobile Donations

WTWN St. Johnsbury, Vt., received a call that donations at a bloodmobile unit visit were lagging. It was necessary that St. Johnsbury meet its quota or lose future bloodmobile visits and available blood for the two local hospitals. Station immediately began spot series urging listeners to make donations. The repeated announcements brought the largest number of blood donations in the city's history, the station reports. Future visits of the bloodmobile unit seemed assured.

* * *

Engineer Thanked

KSL Salt Lake City Engineer Curt Neilson, while at the KSL transmitter on the edge of the Great Salt Desert, spotted a violent sto approaching. With Mr. Neilso information, the local weather b reau was able to warn airpla pilots. Major storms are usual forecast by the weather bureau b unpredictable squalls often deve in mountain areas during summe "Please express our thanks to yo engineer," wrote the supervisi forecaster to C. Richard Eva KSL general manager.

* * *

Red Cross Drive

WTCN-AM-FM-TV Minneapo St. Paul boosted Red Cross fu contributions in a special dr for Midwest flood victims. Duri the famed Aquatennial Torchlig Parade, WTCN Disc Jockey J Boysen urged contributions fr an Army truck equipped with loudspeaker. Parade viewe donated $3,464.12.

* * *

WHBG Helps Ill Lad

FOUR-YEAR old Ralph Thie wechter stricken with cancer the lung was given the opportun for special treatment at Ma Clinic when WHGB Harrisbu Pa., broadcast a marathon appe for funds in its choice 9 p.m. peri Marathon ended at 1 a.m. Abo $2,500—mostly in $1-2 donations was collected, with more bei pledged at the last report.

DOT KIRBY WINS

Takes Women's Golf Ti

DOROTHY KIRBY, member the WSB-AM-TV Atlanta sa staff, won the Women's Amate Golf Champi ship in St. Pa Aug. 25.

Miss Kirby

Winning of t title climaxed t links career the 31-year- golfing veter who has be aiming towa the nation championship 17 years.

Miss Kirby said she plans in the National Open tournam in Atlanta in September. "A that, no tournament golf for she said. She added that she nitely would not turn professi "I've got a good job selling r and television advertising for W in Atlanta and I intend to keep

Ad Council Aids Drive

ADVERTISING Council last circulated a radio fact sheet on Defense Bond drive to run Sept. 3 to Oct. 27 with the th "Make Today Your D-Day— United States Defense Bon Council had endorsed this paign as important to the p interest and the fact sheet p out salient arguments in fav buying bonds, for use on the

In the Public Interest
In the interest of the Broadcasting Industry
In the selfish interest of a Radio Station

at
WSNY
these factors are synonymous as we present:

Van de Car & The News
6:45-7:00 P.M.—Monday thru Friday

HAROLD M. VAN DE CAR, Director of Development and Public Relations of Union College, Director of the Schenectady Chamber of Commerce, Civic Leader, active in all worthwhile community affairs is WSNY's answer to the TV exploitation of the Kefauver Investigation. He is also an answer to our Public Service, Broadcasting Industry and Selfish Radio Showmanship and Commercial responsibilities.

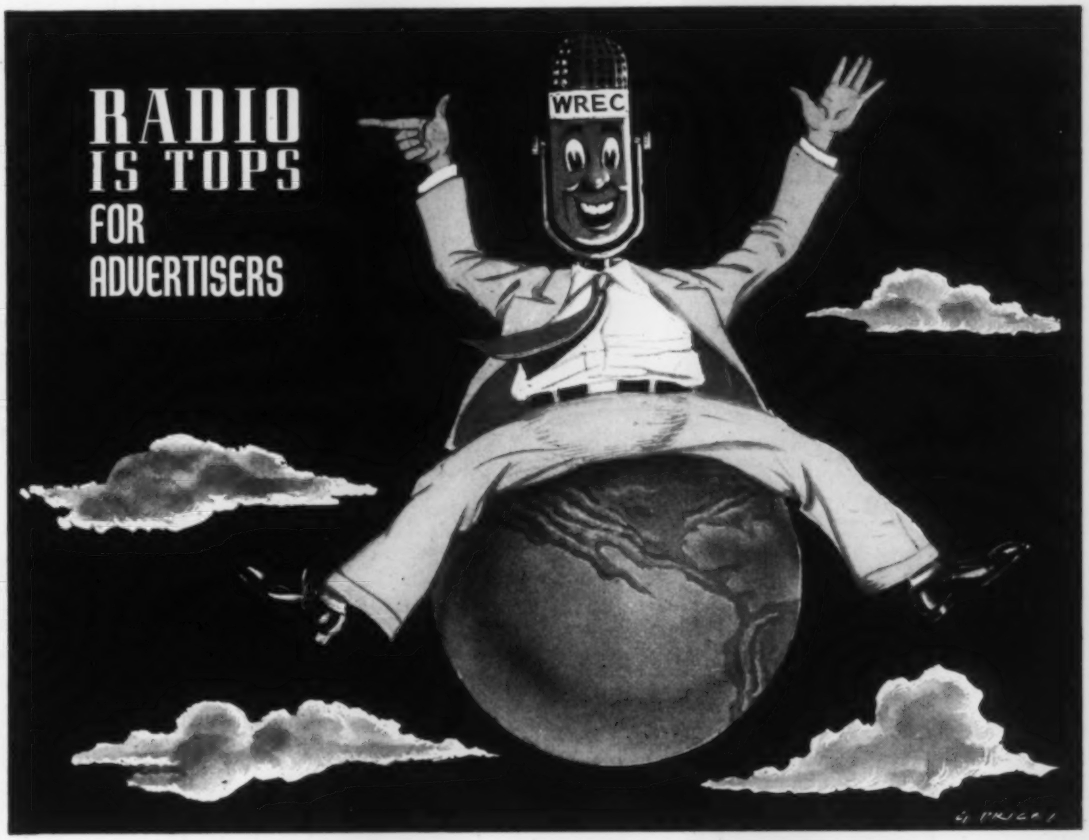
ALREADY . . . since his vigorous campaigning for clean government and law enforcement . . . a simple tearing up of a police blotter containing an entry of a traffic violation has resulted in a grand jury investigation of perjury on the part of government officials and a full scale inquiry into all possible crime conditions in Schenectady.

You can do the same kind of thing in your community. You can help expose graft, crime and undue political influence. You can help establish the honesty and integrity of most government officials. You can help to continually guard the principles of honesty and efficiency in government.

By doing so you'll get bigger audiences, more revenue, more respect for radio . . . and you'll really be fulfilling your obligations to "operate in the public interest."

This advertisement is placed by WSNY as a contribution to the Radio Industry of America.

WSNY
Schenectady, N. Y.



SURVEYS SHOW . . . Radio Reaches Farther;
Radio Delivers More;
Radio Costs Less—
Than ever before!

WREC Rate, in cost per thousand listeners, has gone down 10.1% as compared with 1946

WREC is a better buy than ever in its history. The advertiser gets more in coverage—more in prestige—at lower cost.

LOOK AT THESE FIGURES

RADIO FAMILIES	1946	1949
RADIO HOMES COVERED	404,560	448,890
BASIC HOUR RATE	$250.00	$250.00
COST PER 1000 HOMES	.61c	.55c

Figures Quoted Based on Latest Available BMB Measurements

Advertising Is Essentially Salesmanship

★

WREC MEMPHIS NO. 1 STATION . . .

Sells More and Sells It Cheaper

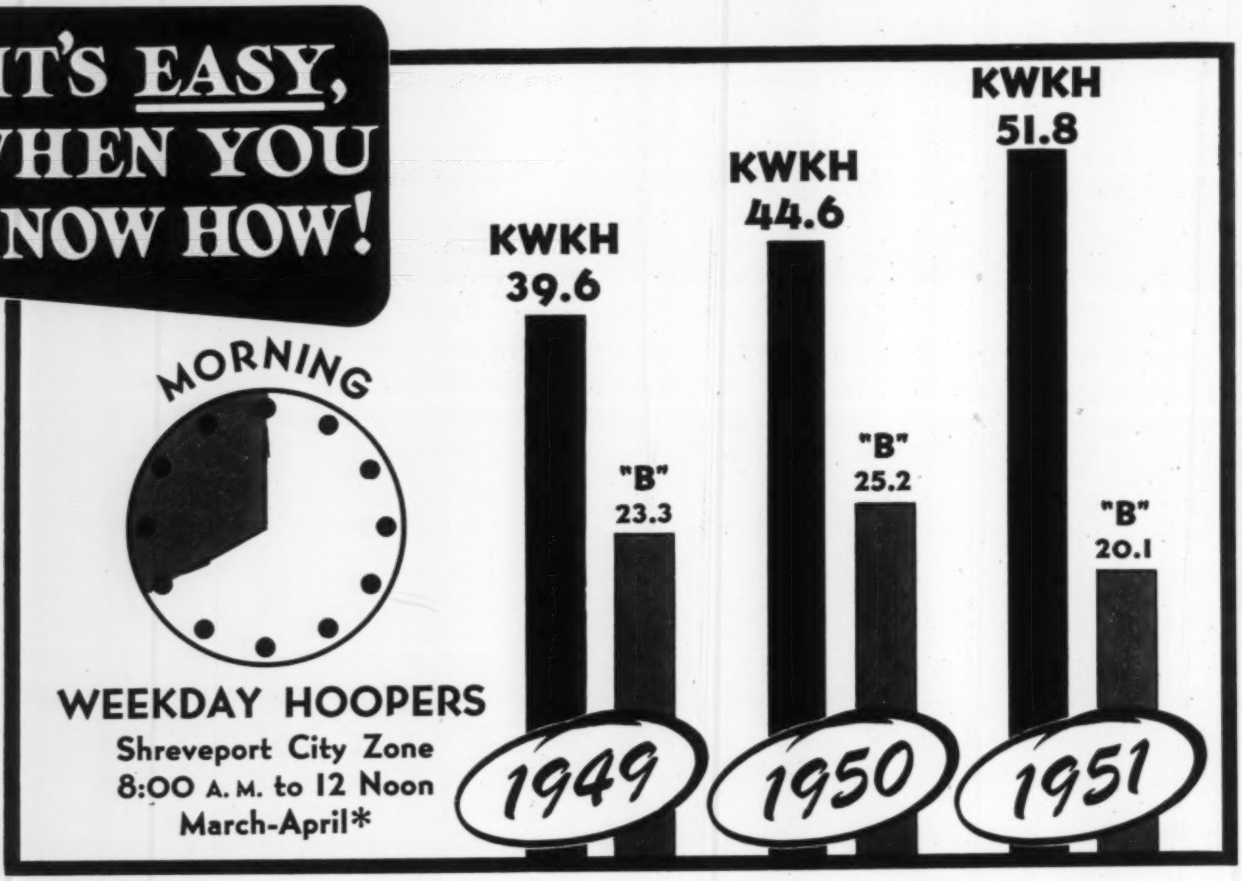
★

Affiliated with CBS—600 K.C. 5000 WATTS.

WREC HOOPER RATINGS AVERAGE
HIGHER THAN ANY OTHER MEMPHIS STATION

Represented by THE KATZ AGENCY, INC.

IT'S EASY, WHEN YOU KNOW HOW!



WEEKDAY HOOPERS
Shreveport City Zone
8:00 A. M. to 12 Noon
March-April*

A quick glance at the chart above shows you that KWKH is tops in Shreveport Hooperatings—has steadily increased its superiority, year after year!

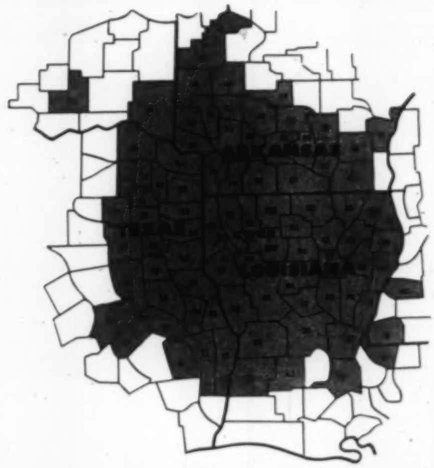
On Weekday Mornings in 1949, KWKH had 70.0% more Shreveport listeners than the next station. For the same period in 1950, we had 76.9% more listeners. *In 1951, we had 157.7% more listeners!*

Shreveport itself, however, accounts for only 11% of KWKH's audience. BMB Report No. 2 (Spring, 1949) gives KWKH a Daytime Audience in 87 Louisiana, Arkansas and Texas counties. KWKH's total Daytime BMB Audience is 303,230 families. 75.0% of these are *"average daily KWKH listeners!"*

Your Branham Company man can give you the whole KWKH story. Or write us direct.

---

*Latest available at press time



KWKH DAYTIME
BMB COUNTIES
Study No. 2
Spring, 1949

KWKH

Texas
SHREVEPORT LOUISIANA
Arkansas

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 41, No. 10 WASHINGTON, D. C., SEPTEMBER 3, 1951 $7.00 A YEAR—25c A COPY

NETWORK AUTUMN OUTLOOK

Slight Drop From '50

FALL business on the nationwide radio networks this year will in the aggregate be slightly behind the combined volume of the four networks for the 1950 autumn season, if business signed in August of each year is a proper comparison.

Lists of network commercial programs to be broadcast this fall, furnished to BROADCASTING • TELECASTING last week by all four networks, show a total of 237 sponsored network shows this year as against 245 reported a year ago, a decline of 3.3%. A similar comparison of the amount of air time these programs will occupy shows the same 3.3% drop-off from last fall, when business signed in August totaled 194 hours, 42½ minutes a week, to this fall, when 188 hours, 12½ minutes of network time a week has been sold as of this date.

These figures cannot of course be taken as an absolute criterion that the networks this autumn will not quite match last year's level in business volume. In the first place, there is a lot of selling going to be attempted and some accomplished between Labor Day and the end of the fall season. Secondly, hours alone have little significance without the number of stations to be used for each program when it comes to translating the number of programs or hours into dollar volume. And on that score, it must be remembered that the 10% reduction in network rates put into effect in the summer means that it takes slightly more than 10% more network station hours this fall to return the same revenue as was recorded by the networks a year ago.

Comparison With '50

It is perhaps significant that gross time sale billings of the four networks for the first seven months of 1951 as reported by Publishers Information Bureau showed a 1.8% drop, but for the month of July the decrease amounted to 4.5%, the difference presumably in large part being due to the rate cut becoming effective July 1 [BROADCASTING • TELECASTING, Aug. 27].

Tabulation of number of sponsored programs and amount of commercial network time each week, analyzed network by network and comparing last fall with this, in accordance with business signed in August of each year, follows:

Network	No. of Sponsored Programs		Amount of Sponsored Time	
	1950	1951	1950	1951
ABC	41	45	28:30	46:25
CBS	99	96	80:27½	72:40
MBS	31	29	20:00	20:07½
NBC	74	67	65:45	59:00
Total	245	237	194:42½	188:12½

ABC was the only network last week to report both more commercials and more sponsored hours for this fall than it had signed at this time last year. Number of commercial programs is up 9.8%; sponsored time volume is up 27.8%.

Commenting on the outlook for ABC, Charles T. Ayers, vice president for the network's radio sales division, said:

Based on current activities, the outlook for fall business on the American Broadcasting Co. radio network is most encouraging. Recent radio network sales have included such outstanding advertisers as General Foods, for Instant Maxwell Coffee; Bristol-Myers, Ralston Purina Co., Sterling Drug, Hazel Bishop Inc., Prudential Life Insurance Co., Sylvania Electric Products, Philip Morris & Co., Ltd., Serutan Co. and the Kellogg Co.

All of this new business will start on the ABC radio network this fall. We confidently expect that this continually expanding use of our network radio facilities by leading advertisers will be further increased as the fall season gets under way and that this year will see ABC with one of the strongest lineups of programs and sponsors that it has had.

Karol Optimistic

John J. Karol, vice president in charge of network sales, CBS Radio Division, was similarly optimistic about the outlook for the network, which on the August showing is down 3.0% in number of sponsored programs and 9.7% in amount of commercial time sold for fall, in comparison with last year. Mr. Karol said:

The fall season on CBS Radio will see an influx of advertisers new to network radio—clients who never before have used the medium for their advertising message. Among these are Kingan Meats, Bel-Tone, Soilax, Dr. Pepper's beverages, Morton Salt. More and more advertisers are beginning to realize that video still is not a national medium and that network radio still gives them more value per dollar in terms of circulation

(Continued on page 38)

Radio Network Clients for Fall 1951

A B C

Sponsor	Program	Hours per Week	Agency
American Bakeries	Lone Ranger	1½	Tucker, Wayne & Co.
Bishop, Hazel, Inc.	To be announced	25 min.	Raymond Spector
Bristol-Myers Co.	Break The Bank	1½	Young & Rubicam
	Mr. District Attorney	25 min.	Doherty, Clifford & Shenfield
Burton Dixie Corp.	Paul Harvey & News	¼	Turner Adv.
Carter Products	Drew Pearson	¼	Ted Bates & Co.
Champion Spark Plugs	Champion Roll Call	5 min.	MacManus, John & Adams Inc.
Christian Science Monitor	The Christian Science Monitor Views The News	¼	Walton Butterfield Adv.
Club Aluminum Products	Club Time	¼	Leo Burnett Co.
Equitable Life Assurance Society of the U. S.	This Is Your F.B.I.	½	Warwick & Legler Inc.
General Foods Corp.	Breakfast Club	1¼	Young & Rubicam
	When A Girl Marries	1¼	Benton & Bowles

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ADVISORY BOARD

Congress To Probe Issues

THE BURNING question of a proposed radio-TV advisory board and its censorship implication will be aired on Capitol Hill this week.

Announcement of hearings came from Senate Majority Leader Ernest W. McFarland (D-Ariz.) on the heels of an FCC letter to Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce, stating the Commission has statutory authority to fix the percentage of broadcast time a commercial station must devote to educational programs.

Both issues since their injection into the Washington scene have been given top attention throughout the broadcast industry, at NARTB district meetings and in speeches by leading radio executives.

The first proposal—the creation of a National Citizens Advisory Board for Radio and Television—burst upon the Congressional scene during a hearing by the McFarland Subcommittee last June [BROADCASTING • TELECASTING, June 11]. Its sponsor is Sen. William Benton (D-Conn.), who has wielded a big stick on behalf of educational institutions for additional TV reservations.

Benton Substitutes

Only a few weeks ago, Sen. Benton offered substitutes for his bill (S 1579) and resolution (S J Res 76) in the form of amendments [BROADCASTING • TELECASTING, Aug. 20]. It will be on these amendments that the subcommittee, made up of Chairman McFarland, and Sens. Johnson, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.), will hold hearings.

Sen. McFarland announced the hearings would be held Wednesday and Thursday (Sept. 5-6), 10 a.m. in room G-16 in the Capitol.

Full list of witnesses has not been completed, but it is expected Sen. Benton and other supporters of his proposal will appear.

This is only the first phase of hearings. There will be others. The next sessions will be devoted to other interested parties, namely the FCC and industry spokesmen.

FCC Chairman Wayne Coy, who reportedly would have testified this week, will be unavailable as he is accompanying the President's party to San Francisco for the opening of the coast-to-coast TV hookup at the Japanese Treaty signing.

A secondary issue—that of fixed percentage of broadcast time for educational programming — also

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XUM

DUANE JONES Institutes Legal Action Against Ex-Employes

DUANE JONES, president and chairman of the board of Duane Jones Co., last week resigned his remaining accounts. At the same time he instituted a $1 million suit against his former employes, among them Joseph Scheideler, Joseph Beck and Paul Werner, who have formed their own agency [BROADCASTING • TELECASTING, Aug. 27] and announced that he will retain his agency and subsequently will reveal his future plans.

Mr. Jones, who had originally formed the agency in 1942, is understood personally to have made approximately $1 million from the package goods agency field. Although he did not announce it, it was understood that he probably would take a European trip before making any future plans.

Those accounts that did not go to the new agency and were resigned by Mr. Jones include the following: Mennen Co. (shave creams, skin bracer, talcum for men, cream hair oil), Marlin Firearms Co. (razor blades), Tetley Tea, McIlhenny's tobasco sauce; Bonomo turkish taffy candy and Kiwi shoe polish.

F. S. Dietrich, vice president, Mennen Co., told BROADCASTING • TELECASTING last Wednesday that Mr. Jones personally resigned the account. The new agency association for Mennen Co. probably will be made in about 10 days. Grey Adv. currently handles the baby products for Mennen.

Another account, Pharmaco Co., Newark, also is understood to be shopping for a new agency and is expected to make a new affiliation within 10 days.

Resignation of the remaining accounts was made necessary, Mr. Jones said, by a "raid" on his employes that deprived him of 60 of his key personnel, making it impossible for him to service adequately his remaining clients.

Mr. Jones attributed this "raid" to the group, which he said, recently demanded his resignation, along with the sale to them of his business at their price, within 48 hours. They threatened to resign en masse and wreck the Jones business, Mr. Jones said, if he did not accept their offer.

"Much as I regret it," he said, "I am forced to suspend operations. The key personnel that resigned could not be replaced on short notice. In fairness to remaining clients, whose interests would suffer as a result of this mass resignation, I am releasing them from all obligation to the Duane Jones agency as of Sept. 30. I will go ahead with my damage suit for $1 million, however, against the group that issued an ultimatum to me to sell them my business."

Eight employes were named by Mr. Jones [BROADCASTING • TELECASTING, Aug. 20] as part of that group. They are Robert Hayes, Don Gill, Lawrence Hubbard, Robert Hughes, Phillip Brooks, Messrs Beck, Werner and Scheideler.

Last Monday, Mr. Jones in a wire to newsmen stated:

> Evidence now unfolding shows that I am the victim of a conspiracy carried out by a group of my employes who were officers and stockholders in the Duane Jones Co. I am now starting suit against this group for $1 million. Due to their piracy I have lost 50% of my business. Men that I hired and trusted as officers and account executives have pirated the accounts I paid them to represent. This practice has long been prevalent in the agency business and nobody has ever done anything about it. The thing that is happening to me can happen to any agency.
>
> Therefore my battle to save my business is not merely an individual fight but one in which I shall wage an offensive for the entire advertising industry.

Meanwhile, the new agency, Scheideler, Beck & Werner, announced its officers and its address, 487 Park Ave., New York. Mr. Scheideler is president, Mr. Beck, vice president and treasurer, Mr. Werner, executive vice president.

Among the department heads at Duane Jones who earlier announced their moves to the new agency are Vera Brennen, radio head; Walter Ware, TV production supervisor; Robert Hughes, copy chief, and Anne Small, time buyer [see AGENCY BEAT].

The new agency's billing will be about $5 million, with a nucleus of the following accounts: Manhattan Soap Co., which sponsors *One Man's Family* on 63 NBC-TV stations; Hudson Pulp & Paper Co., which underwrites *Bride & Groom*; the Borden Co., a spot advertiser; C. F. Mueller, a spot advertiser.

HADACOL FIRM

Sold to N. Y. Foundation

SALE of the Hadacol company by Dudley J. LeBlanc to the Tobey-Maltz Memorial Foundation Inc., a private medical foundation, for $8 million was confirmed Thursday.

The New York foundation—with plastic surgeon Dr. Maxwell Maltz as director—acquired capital stock in the LeBlanc Corp., Lafayette, La., for $1 million in cash, with the remaining money to be paid in 10 yearly installments. It has leased the trademark to a new organization headed by New York Attorney Asher Lans, who will replace Mr. LeBlanc as president. Mr. LeBlanc, a state senator in Louisiana, will remain with the company under a 15-year contract for an annual salary of $100,000.

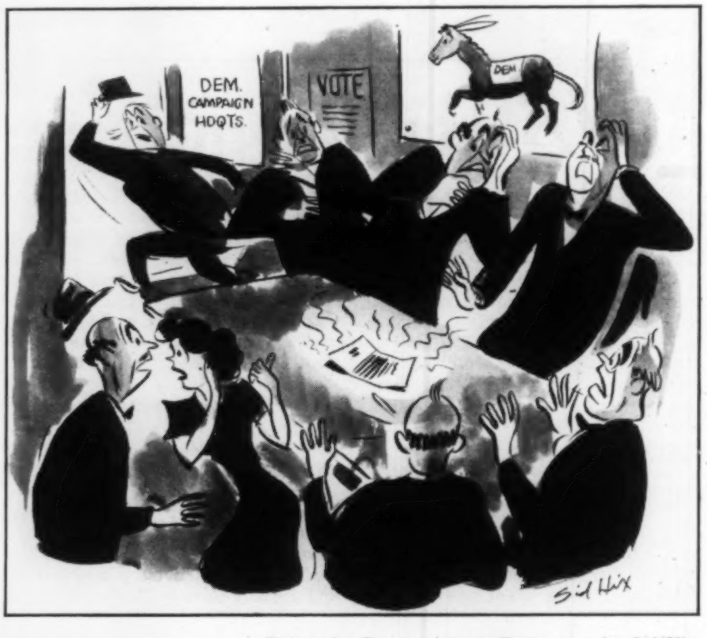
The corporation will continue the manufacture of Hadacol, but plans to add new products and expand operations, Mr. Lans said. "There will be no change at the top level except for my replacing Mr. LeBlanc who will be sales manager, both nationally and internationally."

Mr. Lans would not reveal the terms under which his organization acquired the Hadacol rights, nor would he announce who his associates in the venture are.

Long known for amazingly ,lavish expenditures on all advertising media, the Hadacol company's advertising appropriation "will reach a record total" under its new management, Mr. Lans said.

WSIX to Hollingbery

APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WSIX Nashville, was announced last week by Louis R. Draughon, acting general manager. The appointment became effective Sept. 1. WSIX, established in 1927, operates on 980 kc with 5 kw and is affiliated with ABC.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's an offer from a deep freeze company to sponsor broadcasts of the 1952 convention!"

GRAY ELECTED

Named Goodwill V. P

GORDON GRAY last week was elected a vice president of the Goodwill Stations, WJR Detroit, WGAR Cleveland and KMPC Hollywood. Mr. Gray's election took place at a quarterly meeting of the board of directors meeting at WGAR on Aug. 29.

Mr. Gray

A former vice president of WIP Philadelphia, Mr. Gray recently had been placed in charge of the Goodwill's eastern sales office.

This week Mr. Gray is to open eastern offices at 665 Fifth Ave., New York. He will represent Goodwill Stations in selling and in servicing the eastern area.

Edward Petry & Co. will continue to serve as representative for WJR and WGAR. H-R Representatives will continue to handle the KMPC account, the announcement added.

Mr. Gray last week at WGAR was participating in sales clinic discussions. He had just returned from similar discussions at KMPC and at WJR.

'LADIES FAIR'

Sterling Drug Buys Series

SALE of *Ladies Fair* for five 25-minute periods a week for a full year to Sterling Drug spearheads Mutual's fall business outlook, Adolf N. Hult, MBS vice president in charge of sales, said last week. Other newcomers to the MBS sponsor list this fall include Murine, Capehart-Farnsworth, Wildroot and Toni, he said.

On the program front, William H. Fineshriber, vice president in charge of programs, said: "Mutual will continue to place emphasis upon shows in the drama, music and news categories—three types of programming in which we feel radio is eminently successful. We shall also carry an impressive schedule of sportscasts, including our 13th exclusive radio coverage of the 1951 World Series, followed by a sequence of the nation's top college football contests."

The 5-6 p.m. period will continue as the children's hour on Mutual, Mr. Fineshriber said. He also announced that at least two major symphony orchestras will be aired by MBS on a regular schedule this fall. Five-minute news summaries will be broadcast hourly from 9:25 a.m. to 4:25 p.m. each weekday, he said, most of them sponsored. The number of sponsored news programs on MBS has increased 69% in the past year. As a prelude to next year's Presidential race, MBS is readying a public affairs show, Mr. Fineshriber reported.

ABC-UPT MERGER ISSUES

FCC Spells Out Questions

MERGER OF ABC and United Paramount Theatres Inc. was consolidated by the FCC last week into the already scheduled (but still undated) Paramount Pictures Corp. hearing [BROADCASTING • TELECASTING, Aug. 20, 13].

Issues on the merger applications run the gamut from the relationship of the officers and directors of United Paramount Theatres to the government's 10-year-long anti-trust motion picture case to how the new American Broadcasting Co.-Paramount Theatres Inc. intends to treat its radio-TV properties and its exhibition business.

None of the issues caused any surprise to the principals. It was apparent they were exactly what had been expected.

Fact that the Commission did not set any date for the consolidated hearing has caused some concern to the parties involved. They fear that it may be winter before the FCC hears their story and perhaps well into 1952 before a decision is handed down.

June 1953 Deadline

Agreement between ABC and United Paramount has a June 1953 cut-off date. None of the principals believe that it will not be extended if necessary.

It was apparent also that CBS is going to have a long wait before it can take over WBKB (TV) Chicago. Part of the merger deal involves the sale of the Balaban & Katz TV outlet to CBS for $6 million. This is because ABC owns WENR-TV in Chicago, and FCC rules prohibit the same company from owning more than one facility in the same community.

Significance of last week's Commission action in consolidating the ABC-UPT merger with the Paramount Pictures hearings is this:

United Paramount is going to have to convince the seven Commissioners that (1) there is actual divorcement between the two Paramount companies, (2) that principals in UPT should not be tarred with the anti-trust brush that may be applied to the producing company, and (3) that UPT has no intention of making the radio-TV properties subsidiary to the operation of its movie theatres—in product, talent or story property.

Pointing to some of the questions in the FCC's mind was Comr. Jones' dissent to consolidating the merger applications with the Paramount heaings.

". . . We should not even think of hearing on the merger until such time as we have decided Paramount has anything to transfer," he concludes.

Action was taken by Comrs. Coy, Walker, Hyde and Webster on Aug. 27. Comrs. Sterling and Hennock were not present.

Aside from the more obvious issues—anti-trust violations and the character qualifications of the principals of the new American Broadcasting-Paramount Theatres Inc., possible monopoly, etc.—the FCC wants to know whether the new company:

- Proposes to engage in theatre-TV "to the exclusion of other outlets."
- Proposes to restrict the use of motion picture films, stories or talent on broadcast stations.

Paramount Pictures hearing, set by the FCC in Aug. 8 order [BROADCASTING • TELECASTING, Aug. 13], is the first case to come under Commission scrutiny following its March anti-trust decision to act on a case-by-case basis [BROADCASTING • TELECASTING, April 2].

In addition to the anti-trust implications, that hearing also is scheduled to take up:

(1) Paramount Pictures' "control" of Allen B. DuMont Laboratories. DuMont owns and operates WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh and the DuMont Television Network.

(2) Legality of the transfer of the following stations from the parent Paramount Pictures Corp. to the production-only Paramount Pictures Inc: KTLA (TV) Los Angeles and WBKB (TV) Chicago.

(3) License applications for the above stations as well as for FM station WBIK Chicago.

(4) Transfer of "negative" control of WSMB-AM-FM New Orleans from Paramount Pictures Corp.

All-embracing issues in the Paramount hearing have made many observers consider this as important in FCC annals as the 1941-44 newspaper ownership fight.

That issue was resolved by the FCC when it decided that no blanket policy should be invoked, but that newspaper ownership should be considered among other factors in contested hearings.

Comr. Jones' attitude—and probably the thinking of others on the Commission — may be surmised from this extract from his dissent:

". . . Substantially the same key officers were highly placed in Paramount Pictures Inc. . . . over a wide span of years, during which courts have characterized these corporations' business practices as: 'willful,' 'unreasonable,' 'unfair,' 'discriminatory,' and 'predatory'."

Mr. Jones wants a complete study made of the individuals concerned and then a determination by the FCC whether the activities of the officers and directors disqualify them from holding broadcast licenses.

". . . it is clear," he says, "that (1) the merger applications of American Broadcasting Co. and United Paramount Theatres and (2) the subsequent transfer of control of WBKB Chicago to Columbia Broadcasting System Inc., two steps and three steps, respectively, removed from prerequisite determination in the order adopted by the Commission Aug. 8, might well become moot."

Jones Dubious

Highly complicated factors in the merger of ABC and UPT also perturb Mr. Jones and makes him dubious about the advisability of consolidating both hearings.

Not only is the question of business practices involved, the Ohio Commissioner states, but also questions of (1) concurrent operation of broadcasting and theatre-TV in the same areas, (2) effect of owning and operating motion picture theatres and radio-TV facilities in particular areas and on a regional and national scale, and (3) monopoly issues raised by the common ownership of broadcast and theatre facilities.

Issues concerning the merger are spelled out by the FCC as follows:

1. To obtain full information with respect to the participation of any of the applicants, their officers, directors, stockholders, employes, or agents, in any violations of either Federal or State anti-trust laws, the extent and character of such participation, and the results of any litigation flowing from such participation and more specifically to secure information as to:

   a. Whether the violations committed were wilful or inadvertent.

   b. Whether the violations were committed over a long period of time or, interms of time, were isolated events.

   c. Whether the violations were recent.

   d. Whether the violations also constituted violations of Sections 311 and 313 of the Communications Act.

2. To obtain full information with respect to the properties to be received by American Broadcasting-Paramount Theatres Inc., and Columbia Broadcasting System Inc., the considerations to be paid therefor and the terms of such payment, and, in the event no monetary consideration is to be paid, the terms of the transaction resulting in the acquisition by the transferees of the properties in question.

3. To obtain full information with respect to the corporate structure of American Broadcasting - Paramount Theatres Inc., and with respect to the legal, technical, financial and other qualifications of its officers, directors and stockholders.

4. To determine the policies to be pursued by American Broadcasting-tion by the transferees of the proper-

(Continued on page 70)

TOP RETAIL SELLER

Radio Outstrips Papers

RADIO advertising has been found superior to newspapers in selling women's wear, men's wear and furniture - appliance merchandise, according to an analysis of 50 surveys conducted by Advertising Research Bureau Inc.

Breakdown of the 50 ARBI studies covering these products is in preparation at Broadcast Advertising Bureau and will soon be published under the title, "Count Your Customers," according to William B. Ryan, BAB president.

One of the problems facing both radio and newspapers, Mr. Ryan observed at the NARTB District 4 meeting held Aug. 23-24 at Roanoke, Va., is that many retailers don't believe the majority of their business comes from advertising.

"We must show the retailer that radio is a selling medium," Mr. Ryan said. He cited figures from ARBI studies showing that 68.5% of customers knew about an item by hearing it advertised on the air or reading about it in newspapers; 73.3% of persons who bought the test item came into the store as a result of advertising.

Lee Hart, BAB assistant director, said the ARBI studies may be the springboard for a continuing test of the effectiveness of radio advertising.

In breaking down 50 ARBI studies by three types of products, Miss Hart found that radio outpulled newspapers in women's wear, men's wear and consumer durables from the standpoint of traffic produced.

Radio topped newspapers in percentage of traffic purchasing women's wear and consumer durables, she found, but ran a shade under newspapers with men's wear.

Miss Hart's breakdown shows that radio far outstripped newspapers in percentage of dollar sales in all three types of products.

Breakdown of 50 ARBI studies by three types of products follows:

Results of 23 ARBI surveys covering women's wear and accessories:

	Newspapers	Radio	Both
% Total Traffic	24.8	30.9	10.8
% Traffic Purchasing	52.1	66.1	58.6
% Dollar Sales	26.2	32.7	12.6

Results of five surveys covering men's wear:

	Newspapers	Radio	Both
% Total Traffic	18.4	39.1	7.9
% Traffic Purchasing	80.3	77.6	84.9
% Dollar Sales	18.9	41.1	7.5

Results of 22 surveys covering furniture, appliances and homewares:

	Newspapers	Radio	Both
% Total Traffic	25.4	35.9	10.0
% Traffic Purchasing	44.9	45.0	49.1
% Dollar Sales	28.4	37.0	11.3

IOWANS PROTEST

Radio Hits Censorship

BROADCASTER resentment against censorship actions of public and educational personnel in Iowa reached a peak last week as two formal protests rested on the desk of Gov. William S. Beardsley.

Back of the protests were refusal of the State Board of Appeals to permit recording of a public hearing and censorship of sportscasting by a high school athletic official. The latter incident led recently to formation of the Iowa Broadcasters Assn. with William B. Quarton, WMT Cedar Rapids, president; Edward Breen, KVFD Fort Dodge, vice president, and George Volger, KWPC Muscatine, secretary-treasurer.

The association also plans to introduce a bill at the next session of the Legislature requiring state boards to allow use of radio and press facilities at public hearings.

Both IBA and the Iowa Tall Corn Network have protested discriminatory action by Iowa High School Athletic Assn. in barring Al Coupee, of KRNT Des Moines, from describing a track meet over WOI-TV Ames.

Fort Dodge Incident

The protest against denial of recording rights grew out of a public hearing held in Fort Dodge. Mr. Breen and a recording crew set up microphones to record proceedings but the state board refused to permit the pickup.

IBA has adopted a declaration of news and sports policy pledging joint action to protect basic freedoms and denying that any group has the right to bar any broadcaster from a public or semi-public event merely because past broadcasts might have been displeasing to the group or some of its members.

The association will resist censorship in the courts, if necessary. An IBA committee will be formed to hear complaints about any broadcast and meet with the station affected as well as those who make complaints in an effort to reach a solution.

The censorship attempts will be discussed by IBA officers and the Iowa High School Athletic Assn. some time this month.

Children's Wear

RADIO salesmen have this year "the best selling opportunity yet offered in the infants' and children's wear field," according to *Radio Sales with Primer People*, 25-page retail information folder mailed last week to member stations by BAB. Booklet is filled with information on the juvenile market, with statistics on the nation's child population, department store sales of infants' and children's wear, etc., with data on the influence of children in selecting their apparel and with other sales helps.

NARTB District 4 Resolutions

PROTECTION of the basic rights of broadcasters and telecasters from inroads of public agencies and from tactics harmful to economic stability provided the theme for resolutions adopted at the first of NARTB's annual series of 17 district meetings. Opening session of the series was held Aug. 23-24 at Roanoke, Va. [BROADCASTING•TELECASTING, Aug. 27].

One resolution was aimed directly at the plan of Sen. William Benton (D-Conn.) to set up a national citizens board to review programs. A second resolution was directed particularly at rate-cutting. A third pledged broadcaster cooperation with the government in the present defense crisis.

Texts of the three resolutions follow:

WHEREAS, Sen. William Benton (D-Conn.) has introduced legislation (S. 1579 as amended and S. J. Res. 76 as amended) which would establish a National Citizens Advisory Board for Radio & Television, restrict the period of television station licenses to one year, and urge the FCC to encourage the development of subscription broadcasting; and

WHEREAS, the National Citizens Advisory Board would in effect function as a board of review over programming on commercial radio and television stations and submit advice to the FCC regarding this subject; and

WHEREAS, Sen. Benton himself has testified that he believes such an advisory board should issue reports not unlike the infamous "Blue Book" published by the FCC in 1946; and

WHEREAS, although the function of such a board would be "advisory," the practical fact is that its suggestions would carry compelling weight with the FCC and indeed would amount to virtual directives to guide the FCC in determining the eligibility of applicants for grants or license renewals; and

WHEREAS, such legislation would create a high-level body having all the attributes of censors, in derogation of the Constitution of the United States;

NOW, THEREFORE, BE IT RESOLVED, That the members of District 4 of the NARTB, in convention assembled, do hereby declare their unanimous opposition to the measures proposed by Sen. Benton; and

BE IT FURTHER RESOLVED, That the members of District 4 do direct that copies of this resolution be forwarded to the chairmen of the Senate and House Interstate & Foreign Commerce Committees, the Senators and Congressmen of the 4th NARTB district, and to all District Directors of NARTB.

* * *

WHEREAS, radio under the American System of free, competitive enterprise, has demonstrated itself to be the most effective means of mass communications ever devised; and

WHEREAS, radio set ownership has attained the unprecedented height of 95% of American homes, urban and rural; aside from automobiles and other out-of-home ownership; and

WHEREAS, radio, since its advent in 1920, has become an indispensable part of the American way of life; with the average individual devoting more than five hours per day to radio;

NOW, THEREFORE, BE IT RESOLVED, That the members of the Fourth District of the NARTB, in annual meeting assembled, do hereby condemn any action, whether it be rate reduction; impingement upon time segments heretofore recognized as within the province of the individual station, or introduction of practices which tend to dislocate program structures, or any other acts which depreciate the value of radio as an advertising and public service medium; and

BE IT FURTHER RESOLVED, That the members of the Fourth District of NARTB, recognize the desirability of national program service, whether network or non-network, but desire to impress upon all sources of program supply the necessity of stations maintaining an economic stability, and an equitable balance of program service which will enable them to meet the public interest requirements of their respective service areas and continue to function as the backbone of the broadcasting industry.

* * *

RESOLVED: That the members of the Fourth District of the NARTB pledge all-out cooperation to their nation in the promotion of peace, and, if need be, in the prosecution of war, to the end that Government of the people, by the people and for the people shall not perish from this earth.

WBML Macon, Ga., has contracted to affiliate with NBC, effective Sept. 30. Present at the signing were these WBML officials (l to r): E. G. McKenzie, vice president; Ernest Black (seated), president, and Charles W. Pittman, general manager.

ABA REQUEST

Disregarded by Commissioner

DESPITE protest of the Arkansas Broadcasters Assn., State Bank Commissioner Ed I. McKinley has refused to withdraw his request to small loan companies for their radio and direct mail advertising.

ABA had adopted a resolution at its Aug. 6 meeting denouncing the commissioner's policy as an invasion of radio rights "both as to free enterprise and the right of free speech." ABA had contended the policy would be an invitation to other state agencies to make similar requests for advance copies of advertising material.

Mr. McKinley was quoted in press reports as saying he believed a 1951 state law, broadening powers of the Bank Dept., gave him authority to request radio advertising from radio stations. The request to loan companies was verbal, he said, adding that he didn't ask for newspaper copy since the newspapers themselves provided an easy way of checking such advertising.

Storm Whaley, secretary of ABA, said the association has not received a reply from the commissioner. ABA members felt the policy was "discriminatory." The requests for radio copy were not made to stations but to the banks.

TECHNICAL HELP

Wilson Asks Industry Aid

DEFENSE Mobilizer Charles Wilson last week called on industry, government and educational institutions to take affirmative steps to meet the "serious shortage of scientifically and technically trained personnel."

He asked industry to make the most effective use of already trained personnel, and to develop job training programs on a cooperative basis which will result in employed persons receiving such experience. "This must be done if our defense program is to succeed," Mr. Wilson added, noting that the supply of engineering graduates in 1951 is less than half needed to man economic and defense programs.

ATLANTIC CITY STORY

Radio Sells Best

ADVERTISING history is being made every day a short distance off the boardwalks at Atlantic City.

The largest store in the seaside metropolis, and in all of Southern New Jersey — 33-year-old M. E. Blatt Co.—has discovered that it can:

- Live without newspapers.
- Live better than ever before by using radio instead.
- Sell all types of merchandise by radio.

Not a single line of daily newspaper advertising has been used by Blatt's since July 1. At that time the store pulled out of its familiar page 3 position in the morning *Press* and afternoon *Union* because they raised the rates 20%.

For more years than most advertising folk can remember, Blatt's store had been the largest newspaper advertiser in the city.

It had played around with radio now and then but hadn't used the medium as a basic means of selling goods.

And then came the July 1 decision, an action that admittedly furrowed the brows of President-Owner Blatt and Murray Klahr, advertising director of this major merchandising enterprise.

"How's your business since July 1?" Mr. Klahr was asked.

"Very good, in fact extremely good," he replied. "Our sales increased in July and they're still going up in August. So far we're doing very well."

That trend developed during a nine-week period in which daily newspapers have been laid aside for heavy use of broadcasting plus a shopping news type of circular and expanded direct mail.

After nine weeks how does Mr. Klahr feel about radio?

"Our thinking about broadcasting has changed," he said. "For a long time we experimented. The radio people tried to show us where we were wrong. Now we're doing it their way, and it really works."

Basic for Stores

How about radio as a primary advertising medium for department stores?

"We've found that radio can do the basic advertising job," Mr. Klahr said. "We've finally learned how to use radio successfully."

Having made the switch from newspapers to broadcast time, Blatt's officials are watching store figures more closely than ever before. They're watching the specific items that are promoted on the air and they're watching what happens when customer contacts clerk.

"We're making a study of each product advertised on the air," Mr. Klahr observed. "We're weighing the results, trying to put our fingers on what type of copy is most effective and how successful we are with each item.

"Naturally we're gratified when people come into the store to ask for an item advertised on the air and we're studying our sales carefully since turning to radio as our primary medium."

This question was then submitted to Mr. Klahr: "What types of products can you sell most successfully by radio?"

His answer: "We haven't found a single case in which radio was not effective."

Blatt's advertising schedule currently includes three stations. The two-year-old co-op *MGM Theatre* hour on WFPG Atlantic City is being continued. Besides that series, Blatt's is using a news saturation schedule on WFPG. This includes eight five-minute newscasts a day, seven days a week. As in the case of the theatre hour, item copy is featured. The results are checked and there are some honeys on the list.

Many Radio Successes

Offhand Mr. Klahr recalled a promotion for garment bags that was "a tremendous success." Another item was insect repellent. And there are plenty more.

Fred Weber, president of WFPG, added a significant observation. "The Blatt's departments are now asking that their items be advertised on the air," he said. Every advertising manager and every media salesman knows that the department head is close to the clerk and close to the customer's desires.

The Blatt's schedule includes 10 to 15 spots every day on WMID Atlantic City plus announcements on a women's program. The schedule on WOND in nearby Pleasantville is about the same as WMID's.

In typical Blatt's fashion there are signs all over the big eight-story building showing microphones and call letters. The signs urge listeners to tune to the three stations. Special display windows show radio-advertised items.

The stations, in turn, are cooperating with the store with promotional aids, according to Mr. Klahr.

Blatt's tabloid, a promotional device of past years, was revived in July when newspapers were dropped. The 12-page circular has been issued twice a month but the schedule in September calls for three issues. Circulation is 70,000. Across the bottom of every page is a different radio message, calling attention to specific Blatt's broadcasts on the three stations.

Coverage via the tabloids is double the coverage provided by newspapers, Mr. Klahr said.

• Is the radio-shopping news arrangement permanent?

Mr. Klahr isn't saying what the store will do, but the chances are that he is keeping in touch with the *Press-Union* people. Blatt's had enjoyed that choice page 3 spot for years and years. Then when the papers absorbed the competing *Tribune* and abandoned it, a 20% rate increase was imposed.

That didn't sit well with the Blatt's people. With courage characteristic of their 33-year career, they departed from traditional retailer reliance on newspapers and turned to radio. There's still a little weekly newspaper white space in the Blatt's advertising budget, which is running along at the same level.

Most important, M. E. Blatt Co. has discovered radio. It has learned how to move merchandise by utilizing the compelling power of the spoken word. It has learned that the ear can be mightier than the eye when a persuasive message is properly directed at prospective buyers.

FOOTBALL RIGHTS

KPAC in Unusual Pact

ONE solution to the problem of payment for privileges to high school football broadcasts has been reported by KPAC Port Arthur, Tex., an MBS outlet owned by Port Arthur College. Station announced an agreement with the local board of education, which is buying time at regular commercial rates to produce and supervise the broadcasts.

KPAC said the two Port Arthur stations—the other presumably being KOLE—previously had rejected offers by the board to carry the games sustaining or to pay $62.50 per game, to be split between each outlet, for broadcast rights. Stations held that adding such charges to already high expenses for football broadcasts made it difficult to obtain sponsors and meet expenses, KPAC said.

In rejecting the board's offer, each station suggested that it would permit the school group to buy time at regular commercial rates and produce its own broadcasts. The board accepted and now hires the announcers and other personnel, makes arrangements for a sponsor and produces and supervises the broadcasts.

KROGER SPOT DRIVE

Intense Campaign Set

ONE of the largest spot campaigns in radio history will get under way Sept. 24 when Kroger Co., third largest food chain in the nation, switches from transcribed radio serials to announcements, according to Ralph H. Jones Co., Cincinnati.

The agency is compiling an enlarged radio station list for the spot drive. The change in Kroger radio policy is described as long-range, and not a 13-week or 26-week experiment. Advertising director of the Kroger chain is William J. Sanning.

Long a heavy radio buyer in its Midwest area, Kroger also will resume its Alan Young television program Sept. 17 using kinescope on 17 CBS TV outlets.

Three teams from the Jones agency and Kroger headquarters will set out tomorrow (Sept. 4) on a tour of the Kroger marketing area. They will cover outlets all over the region, describing the new radio policy and working out merchandising aids.

Final details of the spot series will be announced in mid-September after the teams have completed the circuit, extending from Wichita to Roanoke, Va., and from Madison, Wis., to Pittsburgh.

Kroger's 1951 radio-TV budget is believed to be about the same as the former radio budget, which was based on three five-a-week transcribed serials. Radio will use something over a third of the electronic budget, the rest going to the costly TV series. Radio expenditures will still be heavy but not as high as those prior to Kroger's first use of TV in 1950.

Fall Sales Tie-in

The radio announcements will be tied into the annual series of fall sales staged by Kroger stores. Announcements will be both live and transcribed and will cover the whole range of Kroger items. Commercials on the TV program will be devoted to Kroger coffee and Tenderay meat.

Station list for the radio campaign will be greatly enlarged over the 25 to 30 stations used for serials in past years.

With the mid-September program Kroger will wind up *Corliss Archer*, summer replacement for the Alan Young TV show and co-sponsored by Esso in the east.

Kroger's current radio program, *Share the Wealth*, winds up Sept. 7. This schedule has been handled in recent months by Ruthrauff & Ryan, Cincinnati, only instance in which Kroger radio advertising has not been placed through Ralph H. Jones Co.

The big food chain first used radio on a big scale in 1935 when it started *Linda's First Love*, five-a-week transcribed serial, for Kroger coffee on 26 midwestern stations. The serial was heard at different hours in each city until it was abandoned in 1950.

In 1937 Kroger added a second transcribed serial, *Mary Foster, the Editor's Daughter*. Bread and other baked goods were advertised. A third serial, *Hearts in Harmony*, was added in 1939, promoting Tenderay meat, and the three serials ran side-by-side until last year.

WNOX
MIDDAY
MERRY-GO-ROUND
WNOX

A HAPPY RIDE FOR ADVERTISERS

TWO MILLION PEOPLE have paid their way to see *The Midday Merry-Go-Round* in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air.

AND THERE'S A WAITING LINE of audience and sponsors for a radio show that is a Tennessee phenomenon.

FOR MORE than 15 years, *The Midday Merry-Go-Round* has been spinning six days a week on WNOX Knoxville, to the happy cries of sponsors and the constant clank of coin.

There are no brass rings on the WNOX carousel. Everybody pays for his ride.

In the more than 15 years of its production, more than two million people have paid admission charges to see the program in the studio. The present charge is 50 cents.

Three sponsors still participating on the show have been steady advertisers for more than 10 years. Half a dozen others are regulars of more than six years' standing.

More than a million listeners have written letters to the program and its talent. The devotion which the show commands from its audience is unique. One expiring listener on his deathbed sent an urgent message to Lowell Blanchard, the *Merry-Go-Round* m.c.

"Tell Lowell I said goodbye and good luck," were the dying man's last words.

* * *

THE Midday Merry-Go-Round was set in motion in January 1936 in a small studio located in the Andrew Jackson hotel. The show began to attract such large audiences that the hotel management firmly suggested it should be taken elsewhere. The program was moved to a sports arena for several weeks and then to the City Market Hall where a 5 cent admission charge was instituted in an effort to keep down the crowds.

In May, 1936, WNOX acquired its own five-story building and made the first floor into a 600-seat auditorium for *Merry-Go-Round.* Admission was increased to a dime, but the audience kept coming. It is still jamming the place despite successive price hikes that have boosted the admission to 50 cents.

The Merry-Go-Round is a hillbilly-variety show whose master of ceremonies, Mr. Blanchard, trained for his rustic assignment in such backwoods as the U. of Illinois and Detroit radio. It was after he was hired by WNOX that he acquired a passable mountain-man dialect and began presiding over the program.

Mr. Blanchard, the recipient of the dying fan's last words, is not alone among the program's performers in receiving acknowledgment from listeners.

Carl Story averages 3,000 letters and cards a week, some of them unusual in the extreme. One woman advised him by post that her mother had been hospitalized in a coma for days, unresponsive to the best efforts of physicians or the loving words of friends or kin. It was not until a nearby radio was tuned to *Merry-Go-Round* and Mr. Story sang a song that she was restored to consciousness.

* * *

BILL CARLISLE, who plays Hotshot Elmer on the show, once complained on the air that although it was leap year, no female had thrown herself at his feet or indeed even cast a second look at him. In days he received 2,213 proposals.

The program frequently intercedes in charitable fund-raising appeals, usually with spectacular results. In a recent polio fund drive, only pennies were accepted. A total of 400,000 came in.

A show with such proven audience is bound to attract sponsors, and *Merry-Go-Round* has.

Fielden's, a local furniture store, has sponsored an announcement daily on the Monday-Saturday, 12:10-1:45 p.m., show for 15 years.

Swan's Bakery has advertised daily for more than 12 years. The Martin Rosenberger Wallpaper Co. has promoted its wallpaper and paints on the program for an equal time.

Other long-time accounts include B. C. Headache Tablets, the Cas Walker grocery chain, the Tennessee Beauty Shop and School, the Kerr Motor Co. (Dodge and Plymouth dealer), and Scalf's Indian River Medicine Co.

There's a perpetual waiting list for sponsorship availabilities.

The Midday Merry-Go-Round has been the professional birthplace of several stars now prominent in hillbilly entertainment. Roy Acuff started his career at the outset of the program. Others who are now celebrated among hillbilly fanciers throughout the country are Homer 'n' Jethro, the Carter Sisters, Smiling Eddie Hill and Cowboy Copas.

The present cast includes Messrs. Blanchard, Story and Carlisle, Charlie Monroe, Don Gibson, Martha Carson, Salty and Mattie Homes, Jack Shelton and the Greene County Boys, the McNally Sisters, Claude Boone, the Arkansas Travelers and Rondelle, a female ventriloquist.

Judging by its more than 15 years of giddy spinning, it's safe to bet that there's very little chance the WNOX *Merry-Go-Round* will ever run down.

* * * * *

Here's a typical crowd waiting to get into a performance of The Midday Merry-Go-Round *which regularly plays to standing room only.*

MAJORETTE SPORTS WEAR
WORK CLOTHES - MENS WEAR CHILDRENS WEAR
PRICE-RITE STORES
HOME AND FARM MDSE WORK CLOTHES HARDWARE SPORTING GOODS
WNO
TENNESSEE BARN ANCE
EVERY SATURDAY IGHT
Coca-Cola

OPERATING DATA *NARTB Reports by Income*

OPERATING COST BREAKDOWN, 1950
Percent of Broadcast Revenue

	Technical	Program	Selling	General Admin.*	Total Operating Expenses
Below $50,000	19.60%	29.42%	10.02%	29.15%	88.19%
$50,000-$75,000	15.69	30.00	11.00	30.20	86.89
$75,000-$100,000	14.08	29.34	12.29	31.48	87.19
$100,000-$125,000	13.73	28.29	13.70	32.93	88.65
$125,000-$150,000	13.46	28.43	12.92	30.70	85.51
$150,000-$200,000	13.40	27.42	13.21	31.60	85.63
$200,000-$350,000	13.96	26.60	12.89	28.61	82.06
$350,000-$1,000,000	13.24	25.00	10.62	25.56	74.42
Over $1,000,000	11.88	29.86	9.23	23.78	74.75

* Includes salaries, rent, taxes, losses, depreciation and other expenses.

OPERATING expenses at broadcast stations in 1950 were highest for stations with an annual income between $100,000-$125,000 and lowest in the $350,000-$1,000,000 bracket, according to the annual operating cost studies compiled by NARTB and supplied delegates at district meetings.

Cost data for stations were prepared and analyzed by Richard P. Doherty, NARTB employe-employer relations director, with research handled by Dr. Kenneth H. Baker, research director. They found that the number of stations operating at a loss in 1950 was well below 1949 despite TV's impact [BROADCASTING • TELECASTING, Aug. 27].

Ranking next to the top in the operating cost study was the below-$50,000 group of stations. In general, stations under $200,000 income had a higher ratio of operating costs in comparison to high-income stations.

Average cost for all stations was 84.40% of broadcast revenue, ranging from 88.65% for the $100,000-$125,000 group to 74.42% in the case of $350,000-$1,000,000 stations.

Highest item in the breakdown of 1950 expenditures was general and administrative, including salaries, rent, taxes, losses, depreciation, etc. This class consumed 30% of average station revenue.

Close behind was the program item, 28.02%. It includes salaries, talent, royalties, transcriptions, wire service, news service, teletype and other expenses.

Technical expenses consumed 14.21% of broadcast revenue. Selling expenses are at the bottom of the list, taking 12.17% of average station revenue.

Cost Breakdown

In breaking down labor costs, Mr. Doherty found that salaries, wages and other compensation took 48.63% of the broadcasting dollar, or 57.58% of total operating expense.

The study shows that 13.83% of the 1950 broadcast dollar went to program salaries, with 11.83% to general-administrative, 10.95% to technical, 8.74% to selling and 3.28% to talent compensation.

Percentage of general-administrative salaries ranged from 13.50% for stations in the $100,000-$125,000 group to 8.07% for stations over $1 million.

In the case of selling salaries, the percentage of broadcast dollar ranged from 10.32% for $100,000-$125,000 stations to 4.71% for stations over $1 million.

Program salaries were highest, 15.19%, for $100,000-$125,000 stations, and lowest, 9.19%, for stations over $1 million.

Average Income

Technical salaries ranged from 15.58% of the broadcast dollar for stations below $50,000 down to 9.32% for stations over $1 million. Talent payments varied all the way from 1.20% of the broadcast dollar at stations under $50,000 to 13.75% at stations over $1 million.

Average income of radio stations rose from 1949 to 1950 at local and regional stations, according to the Doherty analysis, but declined at clear-channel stations. At the same time station operating costs continued to rise.

Average income of local stations rose from $101,854 in 1949 to $109,279 in 1950; regional stations, $229,574 in 1949 to $279,681 in 1950; clear-channel stations, down from $960,122 in 1949 to $904,896 in 1950.

A geographical breakdown of stations by average income in 1950 shows that local stations had the highest 1950 income in the North Central area, averaging $124,054, compared to $92,232 in the South Central area.

Regional stations enjoyed highest average income, $349,554, in the Northeast with lowest income in the Mountain-Pacific area where it averaged $221,385.

Clear stations had the highest income in the Northeast, averaging $1,360,943 compared to $590,654 in the South Central area.

Eight Join NARTB

EIGHT new member stations have signed with NARTB in the last fortnight, according to Jack Hardesty, NARTB station relations director. Several joined during the NARTB District 4 meeting at Roanoke, Va. The new members are WEXL and WOMC (FM) Royal Oak, Mich.; WFMC Goldsboro, N. C.; WHED Washington, N. C.; WINC and WRFL (FM) Winchester, Va.; WJNC Jacksonville, N. C.; WNGO Mayfield, Ky.

NEW RTMA UNITS
Cover Sports, Statistics

TWO committees, covering sports broadcasting and industry statistics, have been named by Radio-Television Mfrs. Assn. John W. Craig, Crosley Division, chairman of the RTMA Set Division, reappointed J. B. Elliott, RCA Victor Division, as chairman of the Sports Broadcasting Committee.

Serving on the sports group with Chairman Elliott are A. A. Brandt, General Electric Co.; L. F. Cramer, Allen B. DuMont Labs; H. L. Hoffman, Hoffman Radio Corp.; John F. Gilligan, Philco Corp.; William H. Kelley, Motorola Inc., and L. C. Truesdell, Zenith Radio Corp.

The committee was formed to promote better relations between the radio-television industry and organized sports groups, both collegiate and professional.

Robert C. Sprague, Sprague Electric Co., RTMA board chairman, reappointed Frank W. Mansfield, Sylvania Electric Products, as chairman of the Industry Statistics Committee. This group supervises compilation of data on radio-TV production. Other members are E. C. Anderson, RCA Labs. Division; George A. Biese, Crosley Division; H. W. Clough, Belden Mfg. Co.; C. J. Hassard, Bendix Radio Division; F. A. Lyman, Allen B. DuMont Labs; George McCleary, RCA Victor Division; Edwin B. Pease, Philco Corp.; A. G. Schifino, Stromberg-Carlson Co.; W. M. Skillman, General Electric Co.

PEACE TREATY *Radio-TV Networks Map Special Coverage*

NO SPONSORS had signed up late last week for special radio-television coverage of the Japanese Peace Treaty Conference although all major networks were busy scheduling extra airtime for the event. Apathy was attributed to nature of the conference itself.

Time Inc.—sponsor of the Kefauver hearings over ABC—was an expected entry into the field, but the magazine is producing its own show with a "March of Time" format, not giving coverage to the conference itself. Program, to be called *Your Stake in Japan*, will be telecast over ABC-TV, 10-11 p.m. EDT Friday, Sept. 7, placed by Young & Rubicam. Planned for the one shot only, the show will be a drama-discussion of Japan and the Japanese national character, with accent on future relations of the country with the United States, Russia, China, and the Orient.

Network sales officials felt that sponsor-reluctance was not the result of costs—the peace treaty sessions are a good TV buy with a package price of about $15,000. Total cost of 5-6 hours of sessions for the four conference days, over full network, coast-to-coast, would average about $85,000-$90,000.

After the informality of some Kefauver witnesses, however, it was generally felt that anything diplomatic, with protocol influencing even interviews, might seem fairly mild stuff. And although public feeling toward the conference is felt to be great enough to assure high ratings, peaks of interest could not be anticipated until the agenda is adopted at the conference itself. Networks expressed confidence, as a result, that some sales would be made early this week.

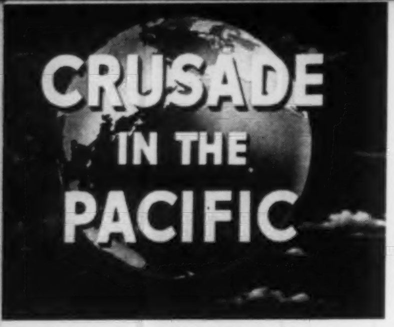
The Dept. of State early last week had granted permission for commercial use of conference coverage, except for the always-unsponsored speech to be made by President Truman, and had placed no restrictions on sponsorship other than those generally in effect.

AT&T made relays available for the full conference length, although full facilities are not yet ready. If all network coverage becomes sponsored, telecasts will have to be sent directly from San Francisco to New York where the networks will then transmit their pictures—via the usual facilities back west as far as Omaha. Cities between the West Coast and Omaha would have to take their transmission directly from the microwave relay, however, which means they could not receive commercials. As plans stood at week's end, all television coverage will be pooled—with KPIX (TV) San Francisco as the originating outlet — and transmitted to New York via a single relay.

All highlights of the four-day conference will be carried via microwave relay to all eight Southern California TV stations, on a pool basis.

All major networks—NBC, ABC, Mutual and CBS Radio and NBC, CBS, ABC and DuMont Television —will carry President Truman's address, which marks the conference opening, from 10:30-11 p.m. EDT Tuesday. Originating from San Francisco's Opera House, the speech also will inaugurate coast-to-coast television, previously scheduled for a Sept. 30 opening, but moved up at the request of the State Dept.

Networks have varying plans for reporting the rest of the conference, which runs from Wednesday, Sept. 5 to Saturday, Sept. 8.



PROGRAM FACTS
Crusade in the Pacific, 26 half-hour chapters on film.
Produced and Distributed by the March of Time.
Producer: Arthur B. Tourtellot.
Script: Fred Feldkamp, assistant producer.
Film Editing and Compilation: Jack Bush, supervisor.
Research: Jane Bartels, Allen Dibble, Isabelle Kohn.
Maps: Joseph Stultz, Cineffects Inc.
Narrator: Westbrook Van Voorhis.

IN REVIEW . . .

CRUSADE IN THE PACIFIC, a sequel to *Crusade in Europe*, is the March of Time's second ambitious translation of the history of World War II to film.

It is the kind of thing that the March of Time does better than anyone else. Although *Pacific*, or at least the four chapters that have been seen by this reviewer, does not quite measure up to *Europe*, which has been seen in its entirety, the second *Crusade* ought to be as big a television attraction as the first.

The Pacific was not as photogenic a war as that in Europe, where the emphasis was on mass movement of land armies and their armor which photograph handsomely.

Land warfare in the islands was largely conducted with stealth and in think jungle where the photographer had as much trouble seeing a crawling rifleman as the enemy did.

The sea and air wars, although more accessible to the camera lens than ground combat, were not entirely satisfactory as pictorial material for a film series of this kind. No matter how many angles it may be shot from, one airplane takeoff from a carrier deck looks just about like any other.

It is in this respect that this reviewer has a minor and perhaps quibbling point to make about the chapters of *Pacific* that he saw. There were so many sequences of fighters and bombers landing on or leaving carriers and ground fields that at times the film had the monotony of prolonged observation of any military airport.

The four chapters previewed were numbers 3, 4, 6, and 7— "The Rise of the Japanese Empire," "America Goes to War in the Pacific," "The Navy Holds—1942," and "Guadalcanal—America's First Offensive."

Of the four, the rise of Japan was the most absorbing. Both in the selection of films and the narration tying them together this chapter was excellent. It was the most dramatic demonstration this reviewer has seen of the contrast between the warrior's mask that Japan wore before her 1945 surrender and the bland and somewhat apologetic face she has worn since.

Despite its shortcomings, *Crusade in the Pacific* is worth anybody's television time.

Program: Music in Velvet, Aug. 26, ABC-TV, 7:30-8 p.m. EDT.
Producer-Director: Grover J. Allen.
Cast: Rex Maupin & Orchestra; Vocalists Paula Wray and Bill Snary; Harpist Russ Crandall.

MUSIC IN VELVET is another example of what trade critics have come to proclaim as the Chicago style of television—the approach of playing directly to the home viewer and easing into its sequences with commendable if unfanciful flourish.

On the basis of the Aug. 26 program, ABC-TV Chicago apparently has endeavored to shift the time-tested techniques of radio's mood-music programs to the TV cameras, with at least partial success. The result is a half-hour of restful, soothing musical fare that is neither apt to make heavy demands on the eyes, nor to turn the viewer back to his radio set for similar ventures.

What *Music in Velvet* does offer, it would appear, is a set of unimposing camera techniques which adequately spotlight Rex Maupin and his orchestra, as well as Harpist Russ Crandall and Vocalists Paula Wray and Bill Snary.

A notable example is Mr. Snary's rendition of "You Go to My Head," which he sang to Miss Wray. Mr. Snary is adequate but this reviewer was more intrigued with the camera treatment which wisely displayed only a rear view of Miss Wray's flowing tresses and a final closeup shot of the male vocalist bussing the lady in question. The camera virtually nosed right into her hairdo.

Other sequences showed Mr. Maupin's velvety strings in action to good advantage on selections which were tastefully heralded by cards against the backdrop of Mr. Crandall's plucking harp fingers.

Not a word is spoken during the entire program, save at the conclusion which indentifies the Chicago origination. The producers wisely let the music speak for itself.

MEDIA COVERAGE

Pondered by Crime Group

COURTS ultimately will resolve the question of whether a witness' rights are tampered with when required to testify before television, the Senate Crime Investigating Committee said Friday in its final report.

Other points stressed by the committee:

- Congress does not have an adequate hearing room that would place attendant media unobtrusively as is the case in the United Nations.
- If such a room were available, there would be few occasions where the witness could justify his refusal to testify.
- TV is desirable as it is another improved medium, and extends the public hearing to more people throughout the country.
- Public has the right to be informed on the actions of its Congress. Because of the expense of picking up a hearing, the networks and other media companies select only those hearings which have unlimited interest.
- It is up to the committees of Congress to adopt their codes of procedure and be "fair and equitable." The committee should not be put in position where it must discriminate in favor of one coverage medium over another.
- TV, as a medium, does not need the light that is necessary for the newsreel cameras and does not need as much equipment at the hearing room. Committee pointed up the fact that photographers' flashbulbs popping and Kleig lights' brightness and heat are not caused by television but by other media.

Protest 'Blackout'

The matter of coverage was brought to a head a fortnight ago by protests of the Radio Correspondents Assn.'s executive committee, National Assn. of Radio News Directors, and ABC, NBC and CBS Radio. These protests attacked the radio-TV-newsreel "blackout" by the crime group laid down when Irving Sherman, a New York attorney, refused to testify unless it was enforced [BROADCASTING • TELECASTING, Aug. 20].

The incident occurred on the heels of Senate action upholding contempt citations against two Cleveland witnesses who were TV-radio-newsreel shy.

According to the Radio Correspondents group, the committee "blackout" was an "arbitrary" limitation and "a form of discrimination against certain news media."

Chairman Herbert R. O'Conor (D-Md.) of the crime committee told BROADCASTING • TELECASTING last week he feels "strongly that the fullest use of radio and television ought to be made" in the hearings. While the committee members as a whole agree with this, the Senator said they did not think witnesses "ought to be forc to testify before radio or tel vision" until a definite rule is set.

Direct reference to the corre spondents' objection has been raised by Sen. Alexander Wiley (R-Wis.) a member of the crime group, o the Senate floor.

Noting that the letter of protest from Bill Shadel, of CBS, president of the correspondents' association, "sets forth a very sound conclusion," Sen. Wiley read two paragraphs and then had the entire letter printed in the *Record*.

Sen. Estes Kefauver (D-Tenn.) has proposed TV be treated i same category as other news media with the exception it can be barred from the outset at the discretion of the committee chairman.

Meanwhile, it has been noted that the Senate Internal Security Subcommittee — similar to the House Un-American Activities Committee—has a policy of barring radio and television. News photos can be taken before and after actual hearing sessions but are prohibited during hearings.

When announcing this policy, Chairman Pat McCarran (D-Nev.) had declared the committee made the decisions "because we are seeking facts, not publicity. We want to make a record, not to make headlines . . . we want to make it clear that no witness who is called here will be subjected to undue publicity against his will."

Some observers have interpreted these remarks as implied criticism against other committee proceedings.

HOLLYWOOD PROBE

Radio-TV Stars Subpenaed

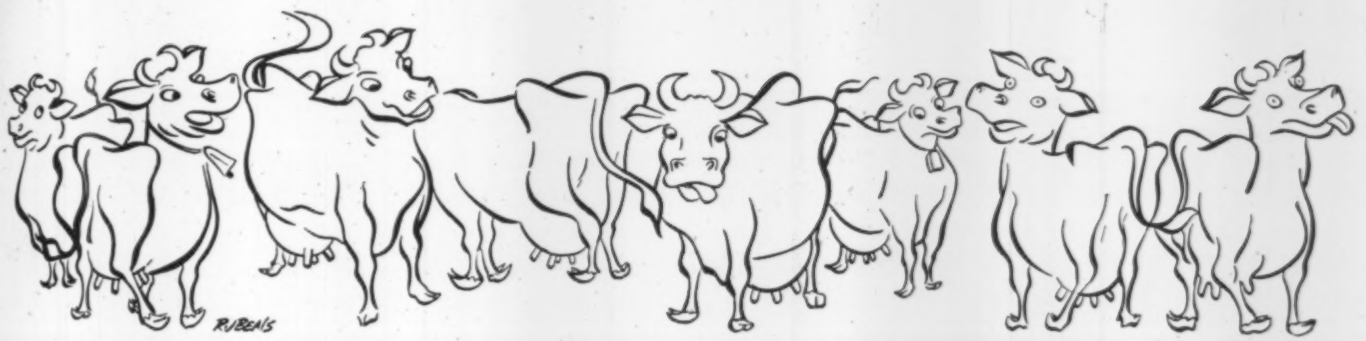
ALTHOUGH names have not been revealed, between 30 and 40 movie, radio and television personalities are being subpenaed by federal agents for a 10-day hearing by the House Committee on Un-American Activities investigating communism in Hollywood, which starts in Los Angeles' Federal Building Sept. 17.

Hearing, expected to throw light on subtlety with which many reds have slipped into various branches of three industries, will be held in the "Kefauver Room."

Day and night sessions will be telecast and released via radio, if permission is given. Sessions were originally scheduled to start tomorrow (Sept. 4) but were delayed because of the Japanese Peace Treaty Conference in San Francisco. A five man sub-committee headed by Rep. John S. Wood (D-Ga.) will conduct inquiry.

Fort Industry Office

FORT INDUSTRY Co. has established new Chicago headquarters at 230 N. Michigan Ave., under the supervision of Ren Kraft, Midwest sales manager of the company, which owns and operates WSPD-AM-TV Toledo, WWVA Wheeling, WMMN Fairmont, W. Va., WAGA-AM-TV Atlanta, WGBS Miami, WJBK-AM-TV Detroit, and WSA Cincinnati.



All the Cows in the KFAB area Give Milk

By H. R. MOORMAN
ADVERTISING MANAGER
FAIRMONT FOODS COMPANY

"The cows in the KFAB Area that 'do not give milk,' of course, are the vast herds of beef cattle raised in Nebraska's great ranch country and fattened in the feed lots of Iowa, Nebraska, Kansas and Missouri. It is the marketing of this beef (the finest in all the world) which places the Omaha Livestock Market second in the Nation.

Those 'bossies' that ARE milked in this great dairying area make Omaha the number one city in the manufacture of butter."

So, when we say that all the cows in the KFAB area give milk—we are leading into a big market story of tremendous importance to you. The Midwest Empire Station blankets a vast territory of farms, rural towns and cities. Its backbone is the ranching and farming industry. Its wealth is not only among the ranchers and farmers, but also in the cities where the agricultural products are made into marketable foods that help meet the needs of the entire Nation.

KFAB, the Midwest Empire Station, through years of experience in serving such a rich, vast area, has become the station to do the powerful selling job. Arrangements can be made for you to use this effective medium—at a low cost—and cover the Midwest Empire profitably. May we tell you more about it?

THE MIDWEST-EMPIRE STATION

KFAB

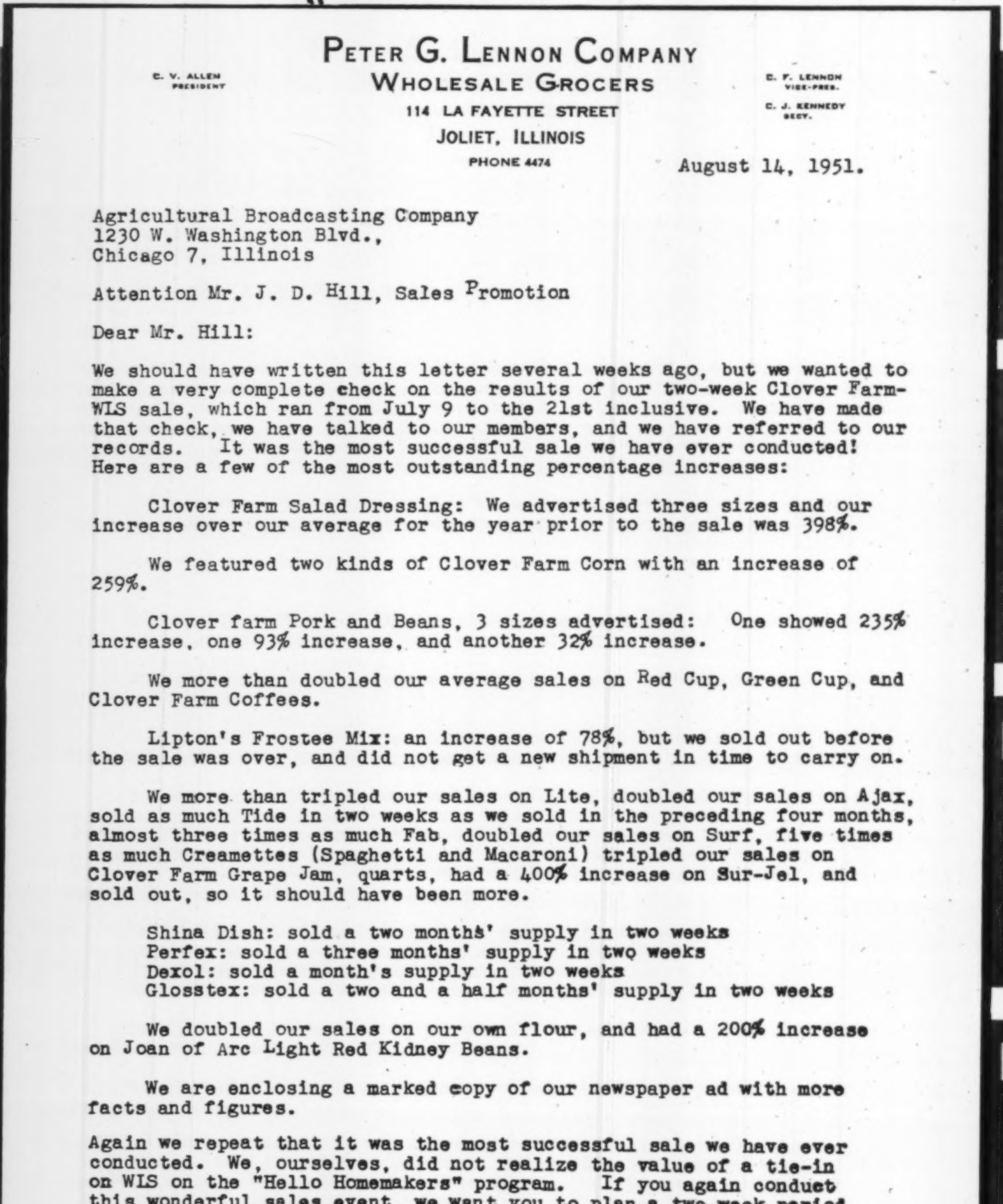
1110 K.C.

50,000 WATTS **OMAHA** BASIC CBS

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE

From a year around **FEATURE FOODS** merchandising service grew a station-wide plan that again proves . . . . .

WLS Gets



C. V. ALLEN
PRESIDENT

PETER G. LENNON COMPANY
WHOLESALE GROCERS
114 LA FAYETTE STREET
JOLIET, ILLINOIS
PHONE 4474

C. F. LENNON
VICE-PRES.
C. J. KENNEDY
SECY.

August 14, 1951.

Agricultural Broadcasting Company
1230 W. Washington Blvd.,
Chicago 7, Illinois

Attention Mr. J. D. Hill, Sales Promotion

Dear Mr. Hill:

We should have written this letter several weeks ago, but we wanted to make a very complete check on the results of our two-week Clover Farm-WLS sale, which ran from July 9 to the 21st inclusive. We have made that check, we have talked to our members, and we have referred to our records. It was the most successful sale we have ever conducted! Here are a few of the most outstanding percentage increases:

Clover Farm Salad Dressing: We advertised three sizes and our increase over our average for the year prior to the sale was 398%.

We featured two kinds of Clover Farm Corn with an increase of 259%.

Clover farm Pork and Beans, 3 sizes advertised: One showed 235% increase, one 93% increase, and another 32% increase.

We more than doubled our average sales on Red Cup, Green Cup, and Clover Farm Coffees.

Lipton's Frostee Mix: an increase of 78%, but we sold out before the sale was over, and did not get a new shipment in time to carry on.

We more than tripled our sales on Lite, doubled our sales on Ajax, sold as much Tide in two weeks as we sold in the preceding four months, almost three times as much Fab, doubled our sales on Surf, five times as much Creamettes (Spaghetti and Macaroni) tripled our sales on Clover Farm Grape Jam, quarts, had a 400% increase on Sur-Jel, and sold out, so it should have been more.

Shina Dish: sold a two months' supply in two weeks
Perfex: sold a three months' supply in two weeks
Dexol: sold a month's supply in two weeks
Glosstex: sold a two and a half months' supply in two weeks

We doubled our sales on our own flour, and had a 200% increase on Joan of Arc Light Red Kidney Beans.

We are enclosing a marked copy of our newspaper ad with more facts and figures.

Again we repeat that it was the most successful sale we have ever conducted. We, ourselves, did not realize the value of a tie-in on WLS on the "Hello Homemakers" program. If you again conduct this wonderful sales event, we want you to plan a two week period for us - and we sincerely hope you do.

C. V. Allen

C. V. Allen
President.

INCREASE

INCREASE

INCREASE

INCREASE

Results

"...it was the most successful sale we have ever conducted"

259%

"We featured two kinds of Clover Farm Corn with an increase of 259%."

398%

SALAD DRESSING

"Clover Farm Salad Dressing: We advertised three sizes and our increase was 398%."

235%

"Clover Farm Pork and Beans, 3 sizes advertised: One showed 235% increase."

200%

"We more than doubled our average sales on Red Cup, Green Cup and Clover Farm Coffees."

300%

"We more than tripled our sales on Lite, doubled our sales on Ajax."

800%

". . . sold as much Tide in two weeks as we sold in the preceding four months."

500%

CREAMETTES

". . . five times as much Creamettes (Spaghetti and Macaroni) . . ."

300%

". . . almost three times as much Fab, doubled our sales on Surf . . ."

400%

". . . had a 400% increase on Sur-Jel, and sold out, so it should have been more."

200%

"Doubled our sales on flour, had a 200% increase on Joan of Arc Kidney Beans."

600%

"Perfex: sold a three months supply in two weeks."

300%

"Tripled our sales on Clover Farm Grape Jam, quarts . . ."

The Peter G. Lennon Company is the headquarters for an important cooperative chain of 117 Midwest CLOVER FARM STORES in the WLS area. Recently they participated with WLS in a joint merchandising-promotion plan designed to increase summer food business at the retail level. The plan, known as the "WLS Summer Food Promotion," was originated with the cooperation of eight important chain groups, including CLOVER FARM. The letter reproduced here tells the results obtained by this one group; letters from the others verify the story. Combined, 2,300 Midwest stores were affected by this revolutionary merchandising tie-in thruout the summer.

Here then is again proof of WLS power to *move goods into customers hands.* We have known of this power for years—as have many advertisers—this campaign proves results in a chain of stores for a specific time period.

Your John Blair man will give you details on how WLS can produce similar results for *your* product or service.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance **CHICAGO 7**

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK **REPRESENTED BY JOHN BLAIR & COMPANY**

W
CBS
WBIG
IN GREENSBORO, N.C.

"The Prestige Station
of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest
And Most populous
Area in the Southeast

1926-1951

Gilbert M. Hutchison **C B S**
President **Affiliate**

Represented by Hollingbery

5000 Watts **1470 KC**

SECURITY BILLS

Congress Mulls Proposals

CONGRESS last week marked time on twin security proposals involving the FCC—one recommending that penalty provisions of the Communications Act be made more stringent and another requesting additional monies to bulwark the Commission's monitoring activities [BROADCASTING • TELECASTING, Aug. 27].

Possibility that the House Interstate & Foreign Commerce Committee would meet in executive session to discuss heavier criminal sanctions for broadcasters and other parties before Sept. 12—date the House returns from recess—was held as remote.

In any event, authorities point out, the lower chamber could take no action on the military's electromagnetic radiations control bill (S 537) before that date. The suggested amendment was posed by the committee during hearings Aug. 23 on the proposal, which seeks to place non-broadcast devices within Sec. 606 of Communications Act.

Hanging in the balance is a proposal, in the form of an amendment to the Act, calling for stiffer penalties for violations entailing "wilful intent to injure the United States." This would be distinct from a provision within Sec. 606 setting lesser penalties for "wilful failure" to comply with terms prescribed under Presidential authority. There are no express criminal sanctions at present in Sec. 606, which deals with Presidential authority over stations.

Senate Testimony

On the Senate side, the Appropriations Committee plans to hear testimony from the FCC "either this week or next" on the Commission's request for $1,340,000 to expand its radio monitoring.

The House had wiped out the $1 million sum recommended by the House Appropriations Committee for these activities. FCC is expected to make a strong pitch for restoration of these funds.

Committee spokesmen said last week that FCC Chairman Wayne Coy would be called upon to testify during this part of the emergency agency supplemental bill, if he were available. In the event he is not available, it was felt that either Comr. George Sterling or E. M. Webster would appear.

Stiff opposition to the cut is expected once the omnibus money bill reaches the Senate floor. The House committee had approved the expenditure for new monitoring stations, including necessary personnel; additional investigative staff and mobile equipment; detection and control of illegal station transmissions and other radiation devices capable of serving as navigational aids to enemy aircraft. Four new monitoring stations and upwards of 110 new employes, as well as rental, are involved.

With respect to station penalties (in the bill before the House committee), a new subsection (h) to Sec. 606 of the Communications Act pends, with provision for fines of not to exceed $20,000 and imprisonment not to exceed 20 years, or both, for violations indicating a desire to sabotage the U. S.

The other proposed amendment —approved by the Senate Interstate & Foreign Commerce Committee, which also held hearings earlier this year—calls for a $1,000 ceiling on fines and one year's imprisonment, or both, in the case of individuals, and a levy not to exceed $5,000 for corporations — for failure to comply with that section when invoked by the President.

STATION SALES

WKAI Sold; WBGE Plans Void

FOUR stations were involved in financial transactions last week.

Sale of WKAI Macomb, Ill. was announced by James C. Bailey and Lyle C. Landis, present owners, subject to the usual FCC approval. The 250 w daytime station will be bought for an undisclosed sum by William E. Schons, Dr. Edward Schons, Charles S. Harris and T. L. Cook, all of St. Paul, Minn. The Chicago office of Blackburn-Hamilton, station brokers, handled the details. As of last Thursday, the application was not on file with the FCC.

At the same time, it was learned that the sale of WBGE Atlanta, Ga. to Wilton E. Hall for $110,000 [BROADCASTING • TELECASTING, Feb. 12], had been called off. The sales contract expired Aug. 12 due to FCC's failure to act on the application. The Commission reportedly wanted to wait until South Carolina courts had acted on a case involving ownership of Mr. Hall's WAIM-WCAC (FM) Anderson, S. C. Mike Benton retains WBGE ownership.

Financial difficulties were responsible for two stations leaving the air under FCC authorizations. WSKB McComb, Miss. was allowed to remain silent for 30 days from Aug. 24 in order to complete refinancing. The station is going through bankruptcy proceedings but hopes to secure backing of a "responsible radio station operator in New Orleans who is interested in keeping WSKB on the air," according to the request.

The other station, KODI Cody, Wyo., was authorized to remain silent for 90 days from Aug. 24 in order to effect sale. Owners William J. Garlow and wife moved to Dallas in January and station has been in red most of the time since. However Mr. Garlow feels it will regain a sound basis "if the right person buys." He pointed out, in his request for silence authorization, that the station grossed $50,000 in 1950 and "did quite well financially." He gave the loss for July this year as $889.68.

Almost

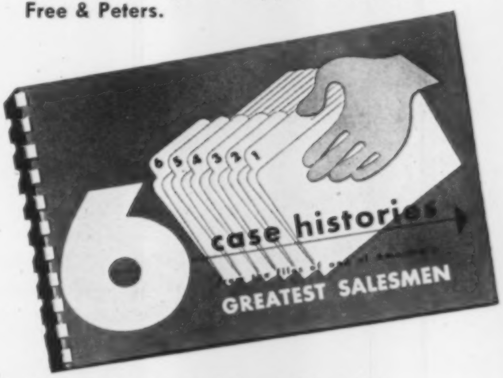
1,000 ORDERS

FOR NEW FOOD PRODUCT WITH NO DISTRIBUTION...

another example of KDKAction!

To promote a new food product with practically no distribution, an advertiser used a single half-hour late-night program on KDKA. Listeners were asked to telephone a special number or send their order to the station. Result: *almost 1,000 orders for a total of more than $8,000, with a program time-cost of only $180.*

This is typical KDKAction . . . the kind of action documented in a revealing booklet titled "6 Case Histories." If you haven't reviewed this booklet for tips on how to build *your* sales in the tri-state Pittsburgh market-area, get a copy from KDKA or Free & Peters.



KDKA

PITTSBURGH

50,000 WATTS NBC AFFILIATE

Westinghouse Radio Stations Inc

Serving 25 Million

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — America's Great Advertising Medium

TRANSIT FM *Threat to U. S. Broadcasting Charged*

"FORCED LISTENING devices disrupt and endanger the American system of broadcasting" and pose a matter of "national concern," attorneys for anti-transitcasting forces charged in a brief prepared last week for submission to the U. S. Supreme Court.

The brief was accompanied by a petition for a *writ of certiorari* asking the high court to review the judgment of U. S. District Court of Appeals that segments of transit FM are unconstitutional in the District of Columbia. The brief was prepared for Franklin S. Pollak and Guy Martin, who launched the original court action, by the law firm of Segal, Smith & Hennessey, Washington.

Opponents of transit radio took this step last Thursday, little more than a fortnight after Washington Transit Radio Inc. and two other parties—Capital Transit Co. and the Public Utilities Commission—had asked the Supreme Court for a review of the lower appellate court decision. Stress was laid on the relation of the service to the First and Fifth Amendments to the Constitution [BROADCASTING • TELECASTING, Aug. 13]. The high court, now in recess, will reconvene in October.

In filing for consent to the writ, also requested by the pro-transit radio faction, opponents noted that the circuit court decision sought to prohibit only "commercials" and "announcements," making no reference to musical or other "spoken parts" of the broadcasts.

Additionally, Messrs. Pollak and Martin and others hope that SCOTUS will consent to review the decision and outlaw transit radio throughout the nation. Service currently operates in upwards of 14 cities.

"Forced listening by a captive audience to editorial matter selected by private individuals involves grave dangers," the brief asserted. "The power of this captive audience has been used in the personal interest of Washington Transit Radio Inc. and Capital Transit Co. to influence public opinion on the merits of transit radio itself."

. . . The United States of America has a unique system of broadcasting supported by commercial advertising. Currently, the industry is on the threshold of a tremendous expansion into television. Already there are 13 million television receivers in use. Color television is in the offing. Proposals to convert television broadcasting into a form quite different from that which has prevailed in aural broadcasting are being discussed. Wire television, subscription television, pay-as-you-look Phonevision, theatre television, each has its advocates. Advertising revenue, apparatus sales and the correlated industrial applications have grown to a point where billions of dollars are involved.

Transit radio alone excepted, this whole vast structure, with all its social and economic impacts, derives its vital force from the principle that the listener or viewer shall have the absolute and unrestricted right to elect whether or not his receiver shall be placed in operation and if so, to what station it shall be tuned. Unless the listener or viewer is completely free to select what he wishes to hear or see in a freely competitive field, the American system of broadcasting is deprived of its vigor and becomes a sinister, formless thing.

"The importance of a decision by the Supreme Court . . . at this stage affirming the inviolable right of the public to select its broadcast programs is self evident," the brief declared.

Opponents held that the "ultimate question turns" on whether the broadcasts deprive passengers of rights under the First Amendment . . . "by generally interfering with their freedom to listen or not to listen, and to read or not to read."

The high court also should determine whether the programs deprive riders of liberty and property in violation of the Fifth Amendment, the brief said.

Other Reasons

Other reasons advanced for granting such a writ, the memorandum continued, are these:

(1) freedom of communication by writing or speech and freedom of reflection are "impaired" by transit radio and are basic to democracy; (2) "threatened" nationwide expansion of transitcasting enterprises cannot be dealt with by the U. S. District Court of Appeals and needs SCOTUS attention.

"In the absence of [a high court ruling on constitutional rights of the riding public], it seems likely that transit radio will continue in the other cities where it is now functioning and perhaps even expand into still other cities, operating as a correlated system of broadcasting to captive audiences of many millions," the brief asserted.

Washington Transit Radio Inc. and other proponents of the service had taken issue with that part of the lower decision holding that dissemination of programs are not protected by the First Amendment and claimed it was in conflict with past Supreme Court judgments.

The court "erred," according to transit FM forces, in holding that the action of a transportation system is governmental "action" and that the broadcasts deprive objecting passengers of liberty "without due process of law."

Brief for Messrs. Pollak and Martin was filed by Attorneys Paul M. Segal and Harry P. Warner of Segal, Smith & Hennessey.

KSL..has more morning listeners in Salt Lake City than the other 3 network stations combined!

HOOPER, DEC. '50 - APRIL '51

DANNY KAYE

ROSALIND RUSSELL

BETTE DAVIS

KIRK DOUGLAS

RAYMOND MASSEY

GINGER ROGERS

HELEN HAYES

JANE WYATT

JOAN BENNETT

RONALD REAGAN

7th Season starts Sept. 9

U.S. STEEL HOUR

Theatre Guild on the Air

On September 9, another outstanding season of the U. S. Steel Hour gets under way. Among the top shows already scheduled are *The Glass Menagerie, Twentieth Century, The Sea Wolf, Pygmalion, Oliver Twist, 1984.*

The best plays . . . the best stars . . . for the best dramatic entertainment on radio. That's been standard since *Theatre Guild on the Air* began in 1945. No wonder the U. S. Steel Hour has become radio's most-honored show.

SUNDAYS 8:30 PM E.D.T.

NBC NETWORK

JANE WYMAN

LINDA DARNELL

KATHARINE CORNELL

IRENE DUNNE

GENE TIERNEY

REX HARRISON

DOROTHY McGUIRE

HUMPHREY BOGART

BURGESS MEREDITH

CHARLES BOYER

JOSEPH COTTEN

VAN HEFLIN

DICK POWELL

LILLI PALMER

BASIL RATHBONE

DOUGLAS FAIRBANKS, JR.

FRANCHOT TONE

RAY MILLAND

TYRONE POWER

IN ORLANDO, FLORIDA, WLOF's

"BLUES CHASERS"

DAILY 2¼ HOUR DISC JOCKEY SHOW,
CONDUCTED BY

PAUL MARLOWE

9:15 TO 11:30 A.M., MON. THRU SAT.

more than doubled station's audience (*)
on January, 1951 over January, 1950:

"BLUES CHASERS"
INCREASED WLOF DAILY AUDIENCE AS FOLLOWS:

9:15 TILL 10:00 AM. 57% INCREASE
10:00 TILL 11:00 AM. 163% INCREASE
11:00 TILL 11:30 AM. 227% INCREASE

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(*) HOOPER STUDY
DECEMBER, 1950 THRU
FEBRUARY, 1951.

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

Network Outlook

(Continued from page 23)

and audiences delivered than any other advertising medium.

The CBS Radio daytime schedule is completely sold out. There are a few availabilities in the early Saturday afternoon periods but there are promising indications that these spots will be sold within the next few weeks. Sunday afternoon will be bigger than last year, with new sponsors entering network radio, others like Longines-Wittnauer Watch Co. returning and the U. S. Army and Air Force recruiting services presenting a new series with Frankie Laine.

There are several good availabilities in the CBS Radio nighttime schedule but there has been greater interest on the part of sponsors in these programs during the past few weeks than there has been for some time—and indication that the hysteria over television has subsided considerably and that advertisers still consider network radio the number one advertising medium.

"Our sales on Mutual are up," MBS President Frank White stated, "up enough to be indicative that the TV hysteria has abated to the point where the true value of radio as a merchandising medium is again receiving some measure of the recognition it deserves."

Mr. White pointed out that the average Mutual advertiser this year is putting his program on 356 MBS stations, contrasted with an average commercial network lineup of 284 for MBS clients last fall. Table shows that according to business signed to date, MBS is 6.5% down in number of commercial programs, but 0.6% up in amount of sponsored time for this coming fall compared with the same season of last year. Mr. White further stated:

> **We plan to continue the same extensive promotion of AM radio which has already won Mutual several outstanding awards during the past year. If our own efforts along these lines are now supported by increased activity on the part of other networks, result is bound to help radio.**

NBC's vice president and director of radio sales, John K. Herbert, was vacationing last week and in his absence no statement could be obtained from this network. On the August 1950 vs. August 1951 record, NBC advance fall business is down 9.3% in number of sponsored shows and down 10.3% in amount of commercial time for this fall against last.

ABC CLIENTS

Buy $24,131,000 in Time

ABC last week announced that a total of 46 sponsors have purchased $24,131,000 in radio and TV network accounts, starting during the seven-week period through Oct. 14.

The ABC radio network reported sales of $17,323,000 placed by 24 sponsors for the Aug. 25-Oct. 14 period, and the ABC-TV network for the same period reported sales totaling $6,808,000 to 22 advertisers. Seventy-five percent of the accounts, ABC said, represented new business while the balance are renewals.

GOODWILL CASE

Group Backs Cottone, Plummer

PROSECUTION to a decision of FCC's proceedings involving the Goodwill Stations was urged last Wednesday by a group of 19 distinguished lawyers, authors and professors.

In a motion and memorandum filed by Will Maslow, general counsel of the American Jewish Congress, the group went on record in support of FCC General Counsel Benedict P. Cottone and Broadcast Bureau Chief Curtis B. Plummer's opposition to the hearing examiner's initial report [BROADCASTING • TELECASTING, July 9].

The June 14 initial report by Examiner James D. Cunningham recommended that the issues involved be considered moot because of the death of G. A. (Dick) Richards. Mr. Richards, principal stockholder, KMPC Los Angeles, WJR Detroit and WGAR Cleveland, was charged with alleged slanting of news in the case involving renewal of the stations' licenses.

Ask Reopen Record

The citizens' group urged the proceedings be remanded to the trial examiner for decision "on the important issues" and that the record be reopened to "receive assurances, subject to cross-examination, from the successors in interest of George A. Richards" that should the licenses be renewed, programs "designed to reflect racial and religious prejudices" would be eliminated.

According to the brief, the signers believe the case "an important test . . . whether [they] may be used for the propagation of "racism" since radio station licensees are under a "duty to serve the public" and that "distortion of the news in favor of or against any group . . . is an evil which must be thwarted."

They said the proceeding "is not and never has been a proceeding against Richards" but to determine the renewal of the stations' licenses if they serve the public interest.

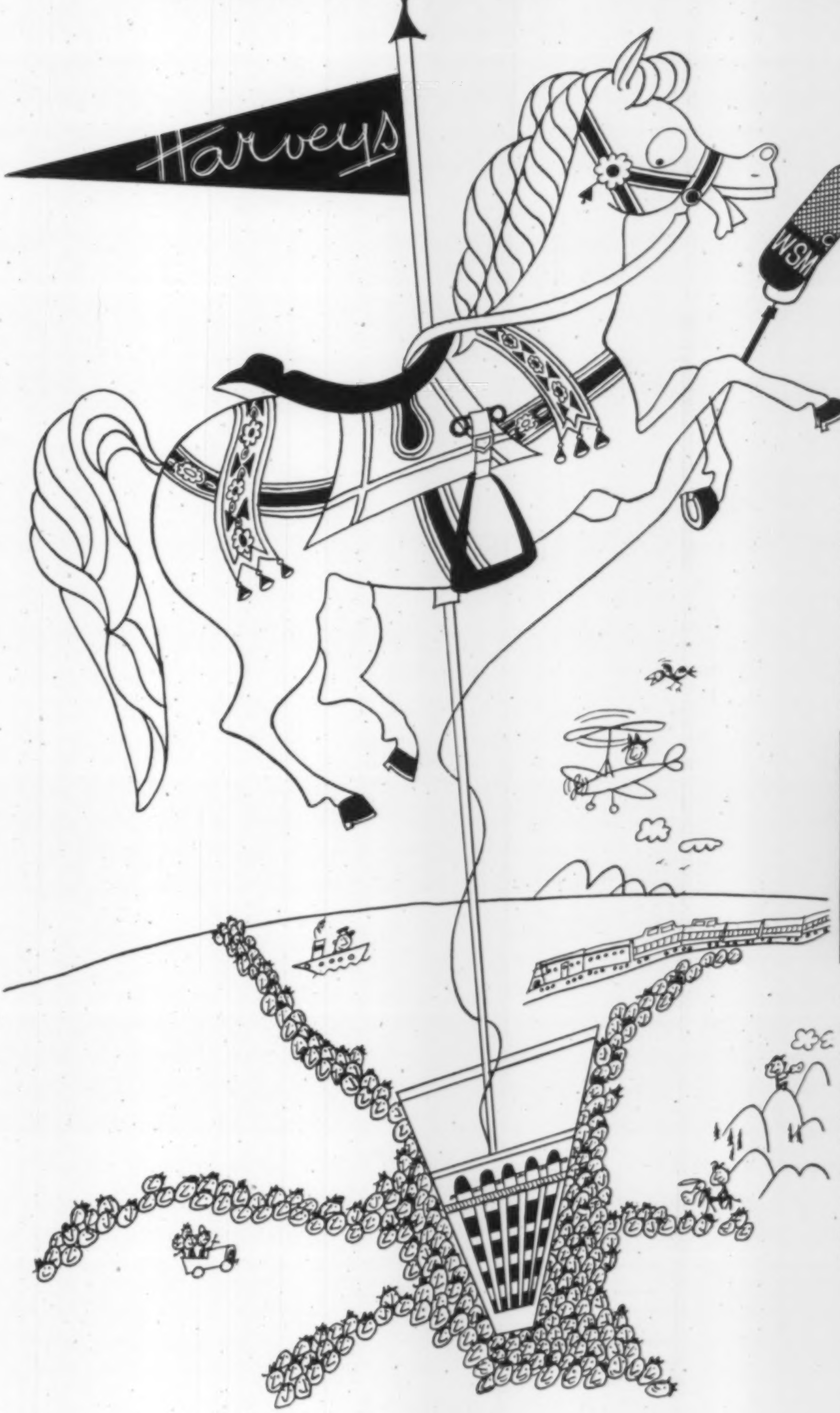
The brief points out that if past policies of the stations fail to conform to "high standards expected and required of radio franchise holders . . . and . . . violate the canons of good taste and fair play" then FCC must discover to whom control passed after Mr. Richards' death.

Signing the brief were:

Roger Baldwin, American Civil Liberties Union; Algernon Black, Ethical Culture Society; Paul Freund, Harvard U. Law School professor; Lloyd Garrison, New York attorney; Earl A. Harrison, Philadelphia attorney; Horace M. Kallen, New School for Social Research; Freda Kirchwey, editor, "Nation"; Milton R. Konvitz, Cornell U. professor; Edward H. Levi, Chicago U. Law School dean.

Max Lerner, author, lecturer; Patrick Murphy Malin, American Civil Liberties Union; Thurgood Marshall, National Assn. for the Advancement of Colored People; Jerome Michael, Columbia U. law professor; Shad Polier, New York attorney; David A. Reisman, Chicago U. law professor; Harry Schulman, Yale U. law professor; Harold Taylor, president, Sarah Lawrence College; and David W. Petegorsky, executive director, American Jewish Congress.

Salesmaker to the Central South



Harveys, Nashville's Largest
Store, uses WSM to talk to
an area twelve times the size of
Nashville. That's how Harveys
became Nashville's largest store.

Radio Stations Everywhere But Only One . . .

WSM
NASHVILLE

with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY & CO., *National Representatives*

CBS SCORED

By NARTSR on Norge Plan

CBS was accused of entering the national spot field at the expense of station revenue last week by Murray Grabhorn, managing director of the National Assn. of Radio and TV Station Representatives.

Ruckus started when Norge—through Russel M. Seeds Co.—planned half-hour national spot campaign for 39 weeks starting Oct. 4 and featuring Red Skelton in about 40 non-TV cities. Mr. Grabhorn wired association members that "CBS is now making a counter proposal to take this business on network basis and suggesting to stations they accept it on the line with cued cut-in commercials at no cut-in charge . . . or they offer the full show with commercials and entire program on tape to be played locally at identical network time on network basis."

Mr. Grabhorn conceded that "a number" of stations had already accepted the business, but endorsed their action of refusing to waive cut-in charges or of applying national spot sales rates to the taped versions.

His complaint stressed that the greater number of stations involved were located in non-TV markets and thus were the same group to be hit when the network made its recent rate cut, designed to equate radio-TV competition but applying to all stations, regardless of whether they shared market with TV or not.

CBS officials denied the accusation by asserting that the network had made no plans at all concerning the Skelton show and would not be considering it until the middle of this week. Since the network controls the comic, it was conceded that CBS "may" come forth with some proposal. Feeling remained, however, that NARTSR, lead runner for station representatives, had jumped the gun.

FCC PERSONNEL

Over 100 to Be Cut

FCC will be cutting personnel from the approximately 1,200 it had on the rolls, as it began the last fiscal year, to 1,080 for fiscal 1952 as a result of the budget cut enacted by Congress [BROADCASTING • TELECASTING, Aug. 20].

President Truman is expected to sign the bill momentarily.

It gives $6,116,650 to FCC, or $733,350 less than that requested of Congress early in the year. The bill contains a formula for cutting personnel funds and thus FCC must reduce its staff.

As of a fortnight ago, the agency had 1,173 persons on its rolls.

KIEV ENGINEERS

To Vote on Union Issue

NEW NLRB elections to determine or reject a bargaining agent will be held by KIEV Glendale, Calif., engineers Sept. 11, following a no-decision vote at an election Aug. 23. Engineers will again decide between NABET (National Assn. of Broadcast Engineers), IBEW (International Brotherhood of Electrical Workers) and no union representation. New vote called when each of the three engineers involved chose a different category.

No hearing date yet set for an NLRB hearing involving about 125 engineers and stage people at KTTV(TV) Los Angeles. Seeking to represent various categories including engineers, floor managers, stage and lighting personnel are four different unions — NABET, IATSE, Screen Directors Guild and IBEW.

'People Act' Series

TRANSCRIPTIONS of the original *The People Act* series are now available on a free loan basis through the Federal Radio Education Committee of the U. S. Office of Education. Arrangements were made by the Twentieth Century Fund of New York. Persons interested in borrowing the transcriptions may obtain further information by writing directly to Mrs. Gertrude Broderick, Federal Radio Education Committee, USOE, Washington 25, D. C.

"...it was the most successful sale we have ever conducted"

(See Two Page Ad)

WLS

CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

On the dotted line . . . . . .

hallicrafters
JOHN G. GAINES & CO.
DISTRIBUTORS

ELEVEN Big Seven football games this fall will be carried on WHB Kansas City to promote Hallicrafter television sets. At final negotiations with John G. Gaines & Co., distributor, are (l to r): Jack Sampson, WHB sales; Jack Gaines; Larry Ray, WHB sports director, who will do play-by-play descriptions; and John G. Gaines, Hallicrafter TV distributor for Kansas and Western Missouri.

LONG-TERM contract for *Breakfast at the Maxwell House* is finalized by Purities Dairies with WMAK Nashville, Tenn. Seated are Albert Gasser (l) and Miles Ezell, president and secretary, respectively, of the sponsoring firm. Standing are Carl Behle (l), WMAK sales representative, and WMAK Gen. Mgr. George B. Faulder.

OHIO State U. gridiron clashes will be carried on WKVO (FM) Columbus for Modern Finance Co., local firm. Paul Kelly (l), Kelly & Lamb Adv. Agency, watches Bruce Osborne, Modern Finance vice pres., approve arrangements. Standing: Bill Arthurs (l), WKVO sales representative, and Bert Charles, station gen. mgr.

CHATTING with KOA Denver listeners in the Friday 9:30 p.m. *The Governor Reports* is Colorado Gov. Dan Thornton (seated). Introduced by Charles C. Bevis Jr. (l), KOA general manager, the governor stressed need for action on roads, schools and crime in his initial public service broadcast.

THREE-YEAR purchase of Frederic W. Ziv's *Cisco Kid* by Jackson Packing Co., Jackson, Miss., resulted in this hat ceremony by (l to r): Al Godwin, Ziv; John H. Boman, pres. and gen. mgr. of Jackson Packing; Stu Gammon, assistant gen. mgr. of the packing firm; and Larry Davis, account exec., Dixie Advertisers.

'VOICE' DEBATE

Sarnoff Appeal Favored

APPEAL by Brig. Gen. David Sarnoff, RCA board chairman, stressing the need of greater financial support for the Voice of America as part of a "psychological peace-fare" campaign elicited favorable reaction during highly partisan debate on Capitol Hill.

Gen. Sarnoff's plea for a $1 billion expenditure on propaganda within the next two years—with perhaps half of that for the U. S. overseas radio arm—was heralded as "more persuasive" than arguments for any reductions in State Dept. information funds.

The RCA board chairman's statement was cited by Sen. Lister Hill (D-Ala.) during discussions in the upper chamber, which restored full monies to the State Dept. program after political maneuvering within the Appropriations Committee and on the floor.

Actually, the Senate group had agreed not to cripple the Voice, alloting the full $25,164,655 recommended in the budget for radio broadcasting operations. It had voted, however, to cut other informational activities from $85 million allowed by the House to $63 million, compromising on the Senate Appropriations Subcommittee figure of between $54 million and $56 million.

The monies bill last week was sent to a conference committee with assurance that funds for the Voice and other operations would not be altered on the basis of agreement by both Senate and House.

'Not the Issue'

Noting Gen. Sarnoff's statement upon his return from Europe [Broadcasting • Telecasting, Aug. 20], Sen. Hill said he felt the proposal for a separate agency to operate VOA "is not the issue before us at this juncture. What is relevant is his demand for greatly increased financial support ...I regard his testimony as much more persuasive than the reasons given for the reduction of funds."

To measure up to the challenge mapped by Gen. Sarnoff, he continued, "we must strengthen our information program, not amputate it." The Senator also noted that the RCA board chairman had not criticized State Dept. personnel but had declared that the U. S. is losing the "ether war."

Subsequently, lack of funds was blamed in part for the Voice's failure in a counter-statement by Thurman L. Barnard, general manager of the information program. Conceding that primary use of shortwave facilities is not the answer, Mr. Barnard noted a department request for monies to build a ring network. Congress has authorized only one-third of funds requested, and the remainder was contained in an $88 million sum denied in a supplemental bill. Ring plan was advocated by Gen. Sarnoff last year [Broadcasting • Telecasting, July 10, 1950].

Leading the movement to restore Voice expenditures on the floor was Sen. Karl Mundt (R-S. D.) and six other GOP Senators. The upper chamber adopted the Mundt amendment for a $22 million increase over the committee sum. Later, Sen. Mundt suggested creation of a bi-partisan board or commission to advise VOA officials.

The Voice debate was not without its charges and countercharges. President Truman stirred the exchange rolling with a special plea to Congress for restoration of the full expenditures.

"A slash in funds for the Voice of America, coming at this time, would have the effect of severely damaging our efforts to reach the hearts and minds of people . . . would mean retreat in the face of mounting worldwide pressures of Communist propaganda . . . " he declared. Radio had succeeded in opening "at least a crack" in the Iron Curtain, Mr. Truman added, referring to the publicity given his message of friendship in Russia.

Sen. Pat McCarran (D-Nev.), chairman of the appropriations subcommittee which held hearings on the Voice, promptly accused Mr. Truman of joining the Voice "lobby."

Out of floor debate also came a proposal by Sen. A. Willis Robertson (D-Va.) calling for "exposition of Christian principles" on the air, with programs to be placed under "a man of the splendid ability and character," Gordon Gray, director of the President's new Psychological Strategy Warfare Board and owner of WSJS Winston Salem, N. C.

Following are capsule comments on VOA from other Senators:

Brien McMahon (D-Conn.)—"It is the only item I know of in the budget which gives any promise of carrying the cold war to Soviet Russia."

Everett Dirksen (R-Ill.)—". . . (The Voice) is a permanent fixture in our national life. . . . But this is a type of weapon which . . . must be divorced from the policy-making branch of the government, and it should not be directed or shaped, nor should its policy be colored by the State Dept. . . . The Voice has not been very objective . . ."

Homer Ferguson (R-Mich.)—". . . The trouble with the Voice . . . is that those having it in charge are trying to do too much. . . . They are trying to give quantity instead of quality. . . ."

Paul Douglas (D-Ill.)—". . . We should not confuse the Voice of America with the breath of America. . . ."

"THE RED GRANGE
FOOTBALL SHOW"
RADIO'S No. 1 FOOTBALL SHOW!!

ALL-TIME
ALL-AMERICAN!

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

A fast moving 15-minute show, once a week for 13 weeks, during the football season. Begins week of September 16, and runs through week of Dec. 9. Show is recorded weekly following week-end games, and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU!"

For Prices and Information
WRITE . . . WIRE . . . PHONE!

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Advertisement

From where I sit *by* Joe Marsh

Skip Makes a Slip

Miss Gilbert, the teacher, was telling me how one day last week Skip Lawson almost went to sleep in her physics class.

She noticed him nodding and—since they were discussing electricity—said in a loud voice: "Now maybe MR. LAWSON will explain what electricity is." Skip started up, looked around wildly, and blurted out, "Gee! I used to know, but I forgot."

"*What a loss to science!*" *sighs Miss Gilbert.* "*No one to this day knows what electricity really is, and here we have a genius who could explain it—but forgot!*"

From where I sit, I hope this taught Skip that you're better off if you admit you *don't* know all answers. Some grownups haven't learned that yet—like the ones who are always telling other people what's best and what's right and what's wrong. I like a temperate glass of beer, myself, but if you prefer buttermilk I won't argue. I've seen too many "know-it-alls" turn out to be wrong!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

DEFENSE ROLE

Federal CD Officia Laud Radio

RADIO's "ability and willingness to inform the public on civil defense and to bring listeners official instructions and news in event of attack" has won it official commendation from federal CD planners.

The Federal Civil Defense Administration takes a favorable look at the New York State Civil Defense Radio Network of over 135 stations, which have been offering a series of weekly broadcasts titled *Plan for Survival.*

The network, FCDA has informed other local community CD groups, is "attracting national attention" and has proved to be an "effective pilot project" worthy of emulation by other states. Executives of large and small stations alike were lauded by the agency for voluntarily organizing the series under the guidance of the New York State Civil Defense Commission.

"These programs not only present authoritative civil defense information but also serve as a weekly test of the radio facilities through which the public could receive instructions during an emergency," FCDA observed.

Similar series have elicited the praise of local civil defense officials in other states where state networks have been formed for the same purpose. Reports were aired in August by a special network of 58 outlets in Alabama and 41 stations in Wisconsin, including the latter's State FM Network [BROADCASTING • TELECASTING, Aug. 13].

Alert Plans

Another phase pointing up cooperation among New York CD and radio-TV broadcasting officials was the issuance of alert regulations which would require all AM stations in the state to reduce their power to 250 w in the event of proclaimed imminence of enemy attack, and compel TV and FM outlets to leave the air completely [BROADCASTING • TELECASTING, Aug. 6].

FCDA authorities have never publicly commented on the state alert plan and the FCC is known to entertain certain reservations with respect to the feasibility of such a proposal. It was emphasized that the rules are subject to modification which would render them consistent with regulations prescribed by the FCC in conjunction with the Dept. of Defense.

In any event, the information (as distinguished from alert) role currently being played by New York State radio stations has the blessing of federal planners who cite the project as a pattern for other groups. At the same time, the agency also is distributing kinescope recordings and film prints to TV stations for local use.

The New York State Civil Defense Radio Network, operating by direct relay rather than through land lines, originates *Plan for Survival* from a different station each week. Transcriptions also are made for playback by other stations at more convenient periods.

Scripts are prepared by a committee of representatives comprising the major networks and independent outlets who confer with CD authorities. Final approval of scripts is made by Col. Lawrence Wilkinson, state's CD director.

Program follows a question-and-answer format. Topics for broadcasts thus far have included "The Bomb," "Personal Survival," "Fire Fighting," "Welfare," and others. Numerous state and federal civil defense speakers also have appeared.

The 100-plus TV stations in the U. S. will, sooner or later, all receive kinescopes of *What You Should Know About Biological Warfare* and other subjects. First film is a reproduction of the *Johns Hopkins U. Science Review,* which premiered on the DuMont TV Network last April.

Under FCDA procedure, the agency periodically is making available to state directors films and kinescopes of previously telecast programs. The directors distribute them to TV outlets in their respective states or nearby areas.

Limited number of prints will make it necessary for stations to circulate them among others for adequate distribution once they have aired the program, the agency added.

Films, kinescope, scripts and other data are prepared by FCDA's Audio-Visual section under the direction of Jesse Butcher, former network and agency executive. Working with him are Harold Azine, TV director, and Steve McCormick, radio chief.

PIGSKIN SERIES

Lang-Worth Mails Booklet

COPYRIGHTED book, *Pigskin Salute,* is being distributed to member radio stations by Lang-Worth Feature Programs Inc. as a basis for tailoring broadcasts of the 15 or 30-minute shows to local football interest.

The book contains specially written salutes to 87 leading universities and colleges and outstanding football stories. Package also includes suggested recorded sound effects to "assure maximum results in the production of the 13-week series," according to C. O. Langlois, Lang-Worth president. Format of *Pigskin Salute* radio series also is designed to pinpoint the national, regional or local football situation for advertisers now setting fall radio commercials on local levels, with suggested commercial prospects.

JAPAN DIET
Members Watch Hearing

REPRESENTATIVES of the Japanese Diet Telecommunications Training Group — all members of the House of Representatives in Tokyo—sat in as observers during hearings held by the House Interstate & Foreign Commerce Committee on electromagnetic radiations Aug. 23 [BROADCASTING • TELECASTING, Aug. 27].

Chairman of the telecommunications group told Chairman Robert Crosser (D-Ohio) that "we are trying to improve telecommunications to the American standards." Attendance at the session was sponsored by the FCC.

Members of the Diet also were introduced to Senate members by Vice President Alben Barkley, who officially welcomed the visitors.

CAUTION URGED
For Military Production

THE IMPORTANCE of greater care in the production of electronic equipment for critical military applications was emphasized by E. Finley Carter, vice president in charge of engineering for Sylvania Electric Products, in an address to the West Coast convention of Institute of Radio Engineers a fortnight ago in San Francisco.

"In the commercial radio and television field," he said, "tube manufacturers operate with a delicate balance between the cost of manufacture and the cost of field service. The war brought problems to a new order of magnitude . . .

"Engineers must discard some of the habits and practices which have been acceptable in the competitive economy which surrounds the radio and television industry when products for entertainment are the prime consideration. These practices are dangerous if carried over into the design of military, navigational or other vital equipments."

OAB Fall Meeting

ANNUAL fall meeting of the Ohio Assn. of Broadcasters will be held Oct. 24-25 at Hotel Carter, Cleveland, Robert W. Ferguson, OAB vice president, announced last week.

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

NPA GO AHEAD
For Three Building Jobs

PERMISSION to commence construction has been tendered by the National Production Authority to three broadcast stations who had previously obtained approval before NPA amended building regulations.

NPA notified Jefferson Standard Broadcasting Co. (WBT-AM-FM-WBTV (TV) Charlotte, N. C.), Mount Airy Broadcasting Inc. (WSYD Mount Airy, N. C.) and Dowlander Broadcasting Co. (WOOF Dothan, Ala.) that they may proceed with construction without regard to new rules which brought all construction under the government's Controlled Materials Plan beginning Oct. 1.

Notification followed issuance of a new set of criteria which will govern future approval of commercial construction projects, including those involving the delivery of materials after Oct. 1 in cases where authorization already has been granted. Broadcasters are now confronted with a virtual "freeze" on new building [BROADCASTING • TELECASTING, Aug. 20, 13].

In Charlotte, N. C., WBT-AM-FM-WBTV was given the green light to proceed with studio alterations at an estimated cost of $12,064. In Mount Airy, Robert H. Epperson, a principal in Mount Airy Broadcasting Inc., was given approval to build WSYD at an estimated cost of $11,350. Original estimate was $7,850. Ralph D. Epperson is licensee, president and general manager of WPAQ that city.

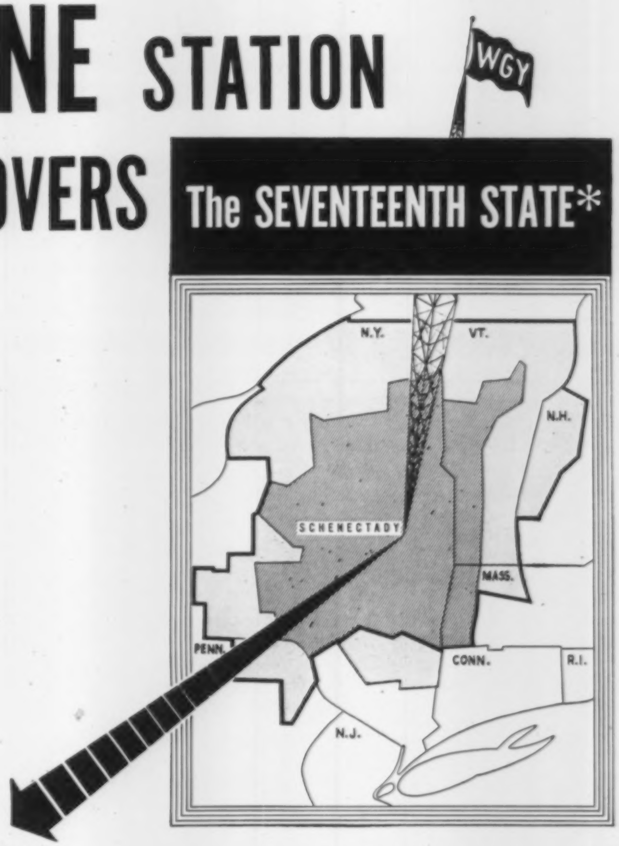
At WOOF Dothan, Ala., R. A. Dowling, president and general manager, was authorized to commence work on a "radio broadcasting building" with the project placed at $28,000.

These applicants and perhaps a dozen other broadcasters had filed on CMP-4-C forms which must be filled out in cases requiring NPA authorization — those involving more than two tons of steel, 200 pounds of copper and alloy or stainless steel or aluminum. NPA extended its approval in all instances [BROADCASTING • TELECASTING, July 30].

Overseas USO Shows

THREE companies from the radio-television world are currently touring Europe to entertain troops for the newly reactivated USO-Camp Shows. Sponsored commercially but routed and administered by Camp Shows are Walter O'Keefe with his *Double or Nothing* quiz, Opera Star Robert Merrill, and a Ted Mack *Original Amateur Hour* unit. Three additional Camp Shows units are touring Korea, Alaska, and the United States with a fourth enroute overseas. A total of 14 units will be abroad by March 1.

ONLY
ONE STATION
COVERS The SEVENTEENTH STATE*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

WGY
THE CAPITAL OF THE 17TH STATE
A GENERAL ELECTRIC STATION
REPRESENTED NATIONALLY BY NBC SPOT SALES

BMB DISSOLVED

Baker Is Presented Official Papers

QUIETLY, and without ceremony, Broadcast Measurement Bureau was interred last Tuesday.

The turbulent career of this broadcaster-agency-advertiser project came to a formal end when the Secretary of State of Delaware sent dissolution papers to Dr. Kenneth H. Baker, BMB acting president and NARTB research director.

In its seven-year operation BMB conducted two major studies of station coverage, both of which received general agency-advertiser recognition. The second study is still alive and circulating, with wide acceptance given to its maps and data by major buyers of radio time.

The vast supply of statistical material developed by BMB has been turned over to Statistical Tabulating Co., 89 Broad St., New York. This company has agreed to service at cost requests for data.

Offices of BMB at 270 Park Ave. have been occupied more than a year by Broadcast Advertising Bureau. BAB is expected to purchase some of the supplies and furniture.

BMB exited the media-advertising world leaving a debt of nearly $100,000. Principal creditor is its foster father, NARTB, whose predecessor NAB loaned the money to prevent collapse of the project.

The debt to NARTB may be cut to around $90,000 through sale of furniture and other assets. BMB's financial plight might have been much worse had it not been able to ride out two legal actions. Last May BMB won a favorable Tax Court decision holding it to be a non-profit organization. Loss of this decision would have cost BMB, or its main creditor, heavily. Another court action, in which BMB had been sued for damages, was dropped.

Since BMB was non-profit, J. Harold Ryan of Fort Industry stations, chairman of the BMB board, as well as other officers and directors, are not personally liable for the corporation's debts.

BMB was born in January 1945 to meet desire of broadcaster-agency-advertiser groups for a survey that would show station coverage. Assn. of National Advertisers and American Assn. of Advertising Agencies each have had one-third board representation.

The No. 1 study produced coverage data for 900 stations. It also produced agonized and angry screams from stations claiming the study did not fairly portray their coverage or incorrectly portrayed coverage of other stations.

Among advertisers and agenci the No. 1 study received gener approval and the data were us extensively in placement of time.

When No. 2 study was undertaken in 1949, some 650,000 ball were mailed. They produced da covering 2,100 stations. Thoug the formula was revised to me station criticism, only 640 station actually subscribed. Agencies an advertisers received reports fr but 250 agencies and 200 advertisers paid BMB for special sta area reports.

Intra-Industry Battles

Because of the controversia nature of its findings, BMB wa constantly embroiled in intra-industry battles. Some two years ag when the crisis became so acu that disintegration appeared imminent, Dr. Baker was loaned t BMB by NAB. He picked up th loose ends of the $1.2 millio project and carried it through.

Harold E. Fellows, NARTB president, credited Dr. Baker with saving radio and NARTB upward o $200,000 in managing the researc project. Speaking at NARTB's District 4 meeting at Roanoke, Va., Mr. Fellows, answering a question said Broadcast Audience Measurement Inc. had been formed a NARTB suggestion to investigat the coverage and measuremen situation. He reminded that th NARTB board felt NARTB shoul not be directly involved in such project.

Edgar Kobak, consultant, a member of the NARTB board, is contacting agency-advertiser groups t learn if they would be interested i undertaking a study of various types of program ratings.

RADIO-TV TEAM

Nielsen Urges 'Blend'

"IT is very important to recognize that TV and radio are usuall more complementary than competitive," A. C. Nielsen, presiden A. C. Nielsen Co., points out in th September-October issue of *Th Nielsen Researcher*, publication issued by the research firm for distribution to its clients.

In a lead article titled "Let' Face It—TV is Here to Stay! Wha Should We Do About It?," M Nielsen in a five-point analys notes that ignoring TV can b "hazardous"; that "effective guidance" is essential if TV is to b used effectively, urging the ver best in audience and marketin research; warns against "robbin other media to pay for TV"; declares that "continuous checking o competitive sales position is 'must' when TV is used either b you or any of your competitor and calls abandonment of radio i favor of TV "a most hazardo venture at this time."

Pointing out that radio and television reach largely different markets, Mr. Nielsen states: "Th most profitable procedure, as w see it, is to blend these two med in the most skillful manner."

THE BRANHAM COMPANY

representing

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

AMERICAN RADIO TOUCH

Broadcasters Sell Radio Greece on Farm Shows

AMERICAN radio's touch is touching up radio in Greece, thanks to efforts of U. S. broadcasters on loan to the country. For the first time in Radio Greece's history, a farm program is being beamed Sunday morning and in the weekday evening hours.

This development came after two months of research and preliminary work by Americans: Layne Beaty, former farm editor of WBAP Fort Worth; Richard Erstein, formerly with the Lowell Institute, Boston, and CBS New York; Charles Crutchfield, vice president and general manager, WBT Charlotte, N. C.; Everett Mitchell, veteran m.c. of NBC's *National Farm and Home Hour*.

Beaty With ECA

Mr. Beaty went to Greece last February to work with ECA as adviser to the Greek Ministry of Agriculture in audio and visual aids in the development of an agricultural information service.

Mr. Erstein is radio officer for the U. S. Educational and Information Service in Greece, and since March, has been working closely with Gen. Gigantes, director of the Greek National Broadcasting Institute.

Mr. Mitchell visited the country in mid-August and aided in the launching of the new Greek *Farm Hour*. He was touring 14 countries, making recordings and films of International Farm Youth exchange delegates along with Gerald A. Seaman, Bert S. Gittings Agency, Milwaukee, which handles the *National Farm* show for Allis-Chalmers Co., and Jerry Sotola, Armour & Co., one of Mr. Mitchell's sponsors at WMAQ Chicago.

Mr. Crutchfield is on a four-month State Dept. assignment as radio consultant to Greece, helping to implicate improvements in overall schedules.

Originating at Radio Athens, the farm program is tape-recorded and rebroadcast on stations in other parts of the country.

STATE ANSWER

Note on RFE to Czechs

OPERATION of Radio Free Europe is "clearly not in violation of any international agreement" signed by the U. S. or "any accepted principle of international law," the State Dept. has informed the Czech government.

In a note delivered to the Czechoslovak Ministry of Foreign Affairs, the U. S. said it does not "agree that Radio Free Europe is issuing directives for espionage and inciting . . . criminal acts." The note was in reply to a protest filed last July by the Czechs against FRE broadcasts in the Czech and Slovak tongues.

The U. S. note stated that our government is "unalterably committed to the basic principle of freedom of information," to which the Czechs had made no reference "since no such freedom exists" in that country. Nothing "new or substantial" has been contributed to previous discussions between the U. S. and Czechoslovakia, it added.

The U. S. also described as "not unexpected that the Czech government, whose controlled press and radio indulge freely in hostile and vituperative attacks against the U. S. and other free nations, should protest legitimate criticism of itself by information organs in other countries."

CITATIONS TO NBC

Radio, TV Networks Lauded

THE NBC radio and television networks last week were cited for public service contributions by two of the nation's top military organizations.

The Veterans of Foreign Wars presented its Award of Merit to the radio network for "distinguished and meritorious performance of public service" in a ceremony Saturday at 11:15 p. m. on the *Silver Jubilee of NBC* program. The award was presented by VFW Commander-in-Chief Charles C. Ralls to Joseph H. McConnell, NBC president, who said he considered it "a challenge to maintain and improve our service as we begin our second quarter-century."

Earlier in the week, the NBC-TV network received a citation from the U. S. Marine Corps for the network's *Marine Corps Revue* show which has contributed to the Corps' recruiting program. Citation was presented on the Friday program by Lt. Gen. Merwin H. Silverthorn, assistant Commander of the Corps, to Frederic W. Wile Jr., vice president and director of television network production.

Air Force Commissions

COMMISSIONS ranging from captain to lieutenant colonel are being offered to civilians, veterans and non-veterans, to become psychological warfare officers in the First Air Force. A master's degree in one of the following fields is a prerequisite for appointment to a commission in this field: Journalism, advertising, public relations, psychology, sociology, anthropology, languages, history, political science, economics or international relations, according to a First Air Force announcement. Further details may be obtained from the Dept. of Military Personnel Procurement Headquarters, First Air Force, Mitchell Air Force Base, New York.

CANADIAN ASSOCIATION OF BROADCASTERS
C A B

13 MILLION
CANADIANS
CAN'T BE WRONG!

Those 13 million are the Canadians who listen to the radio, over 93% of all Canadian homes. They do more than listen to the radio . . . They spend money, lots of it. Over 9 billion dollars last year is the latest estimate for retail sales. And with an oil boom in Alberta, uranium in Saskatchewan, and new heavy industry in Quebec there's going to be lots more spent in '51-'52!

Just take a look at what's happening this year:

Quebec is developing one of the largest deposits of base metals in the world.

The West is ready to harvest another bumper wheat crop . . . and it's already sold!

British Columbia is building the world's largest aluminum refinery.

Ontario has hit the jackpot with general construction and defence plant activity.

The provinces on the Atlantic coast turned in retail sales of over half a billion dollars.

And those are just a few samples.

This is a rich market. But Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver, nearly 4 million square miles in area. Your problem is: How to cover this area, both urban and rural, with a maximum number of sales messages for every advertising dollar expended. It's no secret: Use *radio*. Every week effective sales messages go by radio into millions of Canadian homes; and every week those same homes buy the products advertised. It's as simple as that!

With radio you cover the cities, the farms, and those isolated areas where there's lots of money and no medium other than radio giving complete coverage. The independent radio stations of Canada have done a big job in Public Service, and now it's paying off. Radio has the respect of the public—the hold on the public—the sales punch that delivers the dollars.

So, just figure out how much of that nine billion dollars could be yours and remember . . . .

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

W
S
N
E

WHERE DOES A
SALE BEGIN?

THE SALE OF ANY PRODUCT actually has two beginnings.

The first is when the prospect recognizes the need for the product, and the second—and most important to you—is when he decides on the brand name he will buy.

Somewhere between the two he talks with his neighbors, listens to the advice of his friends, and is influenced in his choice.

It is this influence of an acquaintance, the believability of a friend, that decides your prospect in favor of your brand—or a competitor's.

In seven of America's wealthy markets you can take part in this discussion of product merit by using the friendly voice of the FORT INDUSTRY STATION. For 24 years, you see, FORT INDUSTRY has been broadcasting in the public interest, has become an integral part of the communities it serves, has been building a loyal, responsive audience which will listen to and believe in your message.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WWVA, Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WSAI,** Cincinnati, O.
WSPD, Toledo, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

editorial

The Pioneers; Bless 'Em

COMPARE the television picture today with what it was, say, four years ago. Then, there were 20 commercial stations—all losing money and bragging about it.

Today there are 107 stations, most of them making money on a day-to-day operating basis.

In the quest for assignments, notably in the coveted VHF band, every conceivable kind of device is being used by applicants and prospective applicants to rework existing allocations to accommodate their presumed requirements. Some suggestions are for reallocations which would remove existing stations from their present VHF assignments on grounds of need for service in other areas.

The Commission, it is expected, will do that which is engineeringly feasible, and at the same time provide maximum service to the public. That it would uproot existing stations merely because newcomers claim they would be at a competitive disadvantage, is inconceivable.

Those existing telecasters risked their capital when there were few if any receivers. They could only dream their future. They were confronted with such formidable technical obstacles as G2-Layer and tropospheric interference. Then TV began to pay off. And the rush for assignments was on. Came the freeze.

Before the September, 1948 freeze, all had the same chance—if they wanted to risk the roll of the TV dice. Those that didn't should have no recriminations. It is to be expected that the Commission—when that freeze is thawed—will take into account the extenuating circumstances existent in some cases, and the fine public service rendered by established radio stations in others,

It is only fair play to let the pioneers of TV alone. In their spheres, they are Carnegies, the Fords, the Firestones and the Ochs, who ventured their vision, judgment and capital before the bandwagon started rolling.

Hell Benton for Election

THERE IS every indication that the build-up for a new offensive against commercial radio and television is taking place.

Senator Benton, the self-appointed general of this campaign (and a candidate for election next year), has pressured the Senate Interstate and Foreign Commerce Committee into scheduling another hearing on his proposed legislation to create a National Citizens Advisory Board on Radio and Television.

He has also managed to catch the chairman of the FCC in what must have been a weak moment and obtain what Sen. Benton says is Wayne Coy's endorsement of the bill.

Presumably Mr. Coy goes along with the Senator's explanation that the board would not impinge upon the Commission's regulatory authority and functions.

Maybe Mr. Coy believes this, but we don't. Senator Benton himself has nullified this explanation in an article that he wrote for last week's *Saturday Review of Literature*. The Senator said in one sentence that his proposed board would not be "subject to the charge of censorship" and in the next, however, that "its potency should not be underestimated."

If a board, established by an Act of Congress, exercises a potent influence in the field of radio and television, it certainly would be engaging in censorship by indirection, which is to say censorship, period.

Mr. Benton also figures in events connected with the letter sent by Mr. Coy last week to Senator Johnson, chairman of the Senate commerce committee. The letter was intended to correct testimony that Mr. Coy gave at a recent committee hearing in which Senator Benton, although not a member of the committee, participated as an interrogator.

Mr. Coy wanted to revise his testimony to make the point that he now believed, on advice of the FCC general counsel, that the Commission had the statutory authority to fix percentages of time that broadcasters should devote to this or that kind of programming, although he carefully added that he did not believe it would be desirable for the Commission to do so.

This is another part of the Benton offensive. The Senator urges that the FCC force stations to devote definite time for educational programs (although he still hasn't been able to define what an educational program is).

At the NARTB district meeting in Roanoke a fortnight ago there emerged a vigorous resolution, condemning the Benton legislation for what it is—censorship. The text is published in this issue. We hope every district will follow the lead of the Fourth District, which has cradled many a crusade.

Sen. Benton never lets go. The only way to lick him is at his own game. Every broadcaster interested in the preservation of radio's freedom should see to it that a copy of that resolution reaches his full Congressional delegation. The weight of that opposition can break Benton's pedagogic huckstering.

TV's Golden Spike

ANOTHER STEP—and a long one—toward a truly nationwide TV network service will be completed about Nov. 1 when AT&T will open its new transcontinental microwave radio relay for two-way TV program transmission from coast-to-coast. Two months earlier during the week of Sept. 3 to 9, a temporary one-way circuit will permit the nation's televiewers to watch the Japanese peace treaty conference. About Oct. 1, in time for the World Series, a permanent east-to-west TV circuit will be put into service, to be joined a month later by a second west-to-east transcontinental link.

Without depreciating the tremendous task of installing the relay, it seems wise to point out that the addition of two transcontinental TV highways will not solve all of video's major problems. Two circuits will not carry the programs of four networks at the same time; competing sponsors during choice evening hours will still have to rely on kinescopes to reach many markets; network officials will still have to negotiate time-sharing arrangements for AT&T facilities. And until the FCC unfreezes the ban on station construction even AT&T cannot extend television to more than the 63 markets now receiving service.

But the contributions of the new coast-to-coast connection to television will be great. The vast resources of Hollywood talent will become available for TV programming. It will make sports and other special event telecasts available to larger audiences. The possibility for nationwide telecasts of major campaign speeches of the Presidential candidates and the resulting effect on the elections would, of itself, warrant the expense and labor involved.

What will probably be the relay's great contribution in the immediate future, however, is to lessen the pressure on New York's limited TV studio facilities. Originating even a small part of the TV program service from Hollywood will allow more studio rehearsal time for all shows, which should result in better entertainment for all viewers.

our respects to:

RICHARD RUDOLPH

RICHARD RUDOLPH, the uninhibited general sales manager of the irrepressible WITH Baltimore, is 51 today. Presumably he will celebrate the occasion with the dignity and exaltation it deserves—by selling some radio time, a pursuit which Mr. Rudolph has described as transcending in its challenges and rewards such fly-by-night fields as surgery, jurisprudence or ecclesiastics.

Salesmanship, Mr. Rudolph has written with apostolic fervor, is "the most interesting, most difficult and most valuable art and science . . . which requires the finest and noblest qualities of manhood."

Mr. Rudolph himself has risen courageously to the exacting demands of his profession. By his own tally, he has sold nearly $2 million in radio time in the 10 years he has been at WITH, a record which he recently pointed out was "a mark for competition to shoot at."

By no means exhausted by his own selling efforts, Mr. Rudolph has composed a manual for fledgling hawkers on his staff. A model of brevity, the manual presents Mr. Rudolph's course of instructions in the "most difficult art and science" in seven mimeographed pages.

New salesmen joining the WITH force are presented with Mr. Rudolph's manual and urged to study it. "You will be surprised how readily you will find here the solution to all your difficulties," the instructions say.

The manual contains common objections raised by prospective advertisers and answers which radio salesmen can quickly call to mind.

It is inspirational in tone.

"By mastering salesmanship . . . by winning out in a mental battle with the prospect, by inducing him to want what he did not want before you talked to him, you become master of yourself," the manual says.

"The reward of salesmanship therefore is not in dollars only—it is more in power acquired and characters strengthened. It has no price on the trade markets of the world."

Such encouragement has provided urgent inspiration to an unreported but, Mr. Rudolph says, substantial number of WITH salesmen who, trained on this yeasty prose, have gone elsewhere to become managers of other stations. Mr. Rudolph himself has not ignored his own advice.

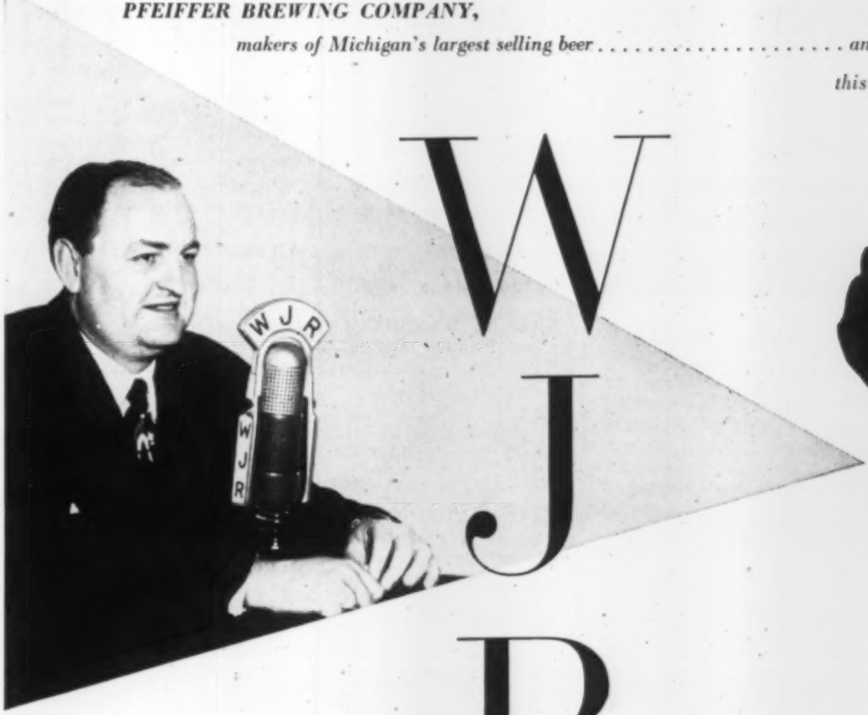
In a testimonial to his manual, he recently reported it had "helped me sell an average of over $200,000 per year of radio time personally in addition to my duties as general sales manager over six time salesmen."

He added that he had been told that "my

(Continued on page 51)

Sports fans listen
Sports fans buy!

***VAN PATRICK,** the*
Great Lakes Region's
most listened-to sportscaster,
is sponsored daily by
PFEIFFER BREWING COMPANY,
makers of Michigan's largest selling beer . . . . and helps deliver
this kind of action!



EST. 1889
Pfeiffer's
BEER

W
J
R

the
GREAT
VOICE
of the
GREAT
LAKES

WJR DETROIT ★
50,000 WATTS
CLEAR CHANNEL
CBS

WJR Sports Director Van Patrick conducts the Great Lakes Region's most listened-to sports shows at 6:30 P.M., Monday through Saturday, sponsored by Pfeiffer's, and at 11:15 P.M., Monday through Friday. In addition, Patrick broadcasts the University of Michigan football games for Standard Oil Company to thousands of loyal sports fans in WJR's vast coverage area. Here's another example of a WJR star personality attracting millions of listeners (and potential customers) for the sponsor.

Remember . . . first they listen . . . then they buy!

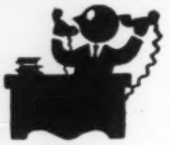
Van Patrick listeners from 31 states and Canada mailed in 3714 requests for copies of "Tiger Facts" in response to only two announcements on his 11:15 P.M. program!

FREE
SPEECH
MIKE

Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company

front office



GEORGE E. HALLEMAN Jr., radio-TV salesman NBC Chicago, named station manager WAAF-AM-FM Chicago. He succeeds **THOMAS L. DAVIS**, now manager WAIT Chicago.

KEITH J. NIGHBERT, program director KUSD Vermillion, S. D., named manager. He replaces **IRVING R. MERRILL**, who resigned to work on his doctorate at U. of Illinois.

RALF BRENT, sales manager WBBM Chicago, appointed director of sales WIP Philadelphia.

Mr. Brent

RALPH E. P. MELLON, assistant chief engineer WTTM Trenton, N. J., to WPAZ Pottstown, Pa., as co-owner and chief engineer. **CLIFFORD M. CHAFEY**, former station owner and radio consultant, named WPAZ sales manager.

NORMAN DeLUDE returns to WOTW Nashua, N. H., as sales manager. Mr. DeLude was called to active duty with enlisted reserve last year.

ROBERT MANDEVILLE, head of radio sales John H. Perry Assoc., N. Y., to Everett-McKinney Inc., N. Y., station representative firm.

JACK RILEY, radio-TV director Armour & Co., Chicago, to ABC-TV Chicago, as network salesman. He is succeeded by **HUGH LELAND**, Armour's soap division.

LYNN CLEARY, manager of continuity acceptance DuMont Television Network, appointed manager of sales service for network and its owned and operated stations.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

Chief Says:

"My braves know how to open door,
Make the pitch and close the sale.
Chief Station 'spots' sure offer more
'Cause they get in where others fail."

SALES SUCCESS STORY

No supersalesmen? Ask H-R Reps or Hal Waddell about Hines, Clifton and Freed... *your* best salesmen in the Greater Cleveland Market.

CLEVELAND'S Chief STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

ROBERT M. SHAW, methods consulting division Shaw-Walker Co., N. Y., named administrative assistant to **HAROLD L. MORGAN**, vice president of TV program department ABC.

FRED I. GEIGER, sales staff WSYR Syracuse, named commercial manager WAGE Syracuse.

JAMES F. PONDER, local sales manager WESB Bradford, Pa., appointed commercial manager.

CARROLL LOOS appointed commercial manager KOMA Oklahoma City, Okla.

PAT PATTERSON, commercial manager KCRG Cedar Rapids, Iowa, to KLAC Los Angeles, as account executive.

ASYA ZUCKER, sales account executive WFDR (FM) New York, and **MONROE FALITZ**, space salesman Beauty Culture Publishing Co., appointed sales account executives WLIB New York.

SPENCER SCHIESS, Foote, Cone & Belding, N. Y., to ABC, as contract supervisor of radio stations department.

WILLIAM C. GILLOGLY and **FREDERICK J. KELLER** to ABC Chicago, as network TV salesmen. Mr. Gillogly was salesman at WOW-TV Omaha, and Mr. Keller was with WOOD Grand Rapids.

Personals . . .

CHARLES LANPHIER, president and general manager WFOX Milwaukee, father of girl, Mary Lynn. . . . **J. J. BERNARD**, manager KOMA Oklahoma City, appointed to newly created Advertising Advisory Council to Oklahoma Planning & Resources Board. Mr. Bernard is only radio man on council. . . . **CARL GEORGE**, vice president and general manager WGAR Cleveland, named to represent Sales Executive Club of Cleveland on Chamber of Commerce. Mr. George is president of club.

HUGH B. TERRY, vice president and general manager KLZ Denver, spoke on "The Radio and Responsibility of the Radio Station Manager in Broadcasting News and Special Events," at U. of Illinois National Journalism meeting, Aug. 28. . . . **GORDON J. LEWIS**, president and general manager WRAC Racine, Wis., father of daughter, Janet Joslyn. . . . **CHARLES E. SODEN**, network sales manager Alaska Radio Sales representative of Alaska Broadcasting System, and Margaret Krash, married Aug. 18.

ROBINSON BOUT

Will Be Aired to Europe

STEW MacPHERSON, sportscaster for WCCO Minneapolis-St. Paul, will broadcast the Turpin-Robinson championship fight for English and European fight fans. The bout is slated Sept. 12 at the Polo Grounds, New York. Since both BBC and Radio Luxembourg are bidding for broadcast rights, Mr. MacPherson is not sure which network he will be working for. Mr. MacPherson was Britain's top sportscaster when he left the BBC in 1950 to join WCCO.

BBC also has asked Mr. MacPherson to do several broadcasts with Princess Elizabeth and the Duke of Edinburgh during their October tour of Canada and the United States.

AFA Essay Contest

SIXTH consecutive approval has been given the Advertising Federation of America's National High School Essay Contest by the contest committee of the National Assn. of Secondary School principals. Subject for the 1951-52 competition is "What Advertising Means to Me," and about 50,000 students are expected to enter.

Silver Anvil Awards

SILVER anvil trophies will be given again by the American Public Relations Assn., Washington, recognizing outstanding achievements in public relations, as a feature of the organization's annual meeting to be held in Philadelphia, Nov. 14-15. One of the categories is communications organizations which includes radio and TV enterprises. Anvil will go to each of 12 categories. Deadline for 1950-51 entry is Sept. 30.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 48)

record of nearly $2 million in less than 10 years is the best individual sales record in the entire country, since it is produced on a $7 per spot rate."

Mr. Rudolph describes himself as a tough-minded realist. He measures the value of his radio programs, many of them original, by the sales they produce. He says that his philosophy is "Never sell a client anything that he does not believe will do an effective job."

This super-salesman is constantly on the lookout for new program ideas. One program idea, *The Town Crier*, is rounding out its fifth year of sponsorship by one of Baltimore's leading department stores.

Mr. Rudolph feels that such strong program and merchandizing ideas will do more than anything else to keep merchants sold on the effectiveness and low cost of radio.

Ideally, Mr. Rudolph feels that accounts should regard station time salesmen as one of their own personal merchandising and promotion counsel. He aims toward that ideal in servicing his accounts.

Mr. Rudolph was born in Baltimore Sept. 3, 1900, and has never left home. He attended City College and Johns Hopkins U., both Baltimore, and then went to work as an insurance salesman.

Later he joined the advertising department of the *Baltimore News-Post* where he eventually became assistant advertising manager. After 10 years with the paper, he organized a business that conducted public opinion surveys and two years after that joined WITH as a salesman.

In his present post as general sales manager he not only directs the department but also services 75 accounts of his own.

He has three sons: Alvan, an insurance salesman; Erwin, who is in government service, and Howard, who is WITH's senior announcer and a disc jockey on the station.

For relaxation Mr. Rudolph plays golf and on each weekend he plays 18 innings of softball. As might be expected, he pitches for his team.

Eleanor P. Geer

ELEANOR PACKER GEER, 46, traffic manager at WNAC Boston, Yankee Network outlet, died in Melrose, Mass., Aug. 24 following a brief illness. Miss Geer had been associated with the network and station for 22 years during which time she conducted interview-type programs. She also was a pianist on her own program and appeared in vaudeville for several seasons and entertained at service hospitals during World War II. Miss Geer is survived by her mother, Mrs. Charles R. Geer, and a brother, Reginald.

There Are MILLIONS of PEOPLE Who DON'T LISTEN to—

KFSA Fort Smith ARKANSAS

OR

KBRS Springdale ARKANSAS

OR

KHBG Ohmulgee OKLAHOMA

But THE HOME-FOLKS WHO LIVE IN THESE AREAS DO LISTEN!

IF YOU DON'T BELIEVE IT, JUST COME ON OVER AND TUNE IN THE SETS YOU'LL SEE

Great Local Programming + ABC

Owned and Operated by SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

E. Y. FLANIGAN

Radio Veteran Dies in Toledo

Mr. Flanigan

FUNERAL SERVICES for Edward Yearsley Flanigan, 59, managing director of WSPD-AM-TV Toledo, were held last Tuesday in Toledo. Burial was in Ottawa Hills Memorial Park, Toledo.

Mr. Flanigan died Aug. 25 at the Toledo Hospital after an illness of only a week. He had contracted pneumonia while summering at his fishing lodge at Wampler's Lake, Mich.

Born in Pittsburgh, Mr. Flanigan attended Taizey Art School there. After several years in advertising departments of newspapers, he joined WSPD in 1931 as a salesman. In 1933, he was named sales manager. Mr. Flanigan was made station manager in 1941. In 1948 he was appointed vice president of the parent Fort Industry Co., in charge of the Toledo broadcast properties.

An ex-president of the Ohio Assn. of Broadcasters, Mr. Flanigan also was active in NAB (now NARTB) affairs. He was one of the original five men to form the NAB's sales managers committee. This committee was the forerunner of NAB's Dept. of Broadcast Advertising, which today has become the BAB.

Surviving are his widow, Mrs. Anna Carmen Flanigan; daughters, Mrs. Earl Harrison of Toledo, Mrs. Robert Firestone of Raymond, Wash.; a son, Russell Biddle Flanigan, of Toledo, and four granddaughters.

Mrs. Jessie Johnson

MRS. JESSIE R. PARSONS JOHNSON, vice president and secretary of the Brockway Co., owner of *Watertown* (N. Y.) *Daily Times* and WWNY Watertown, died Aug. 27, apparently of a heart attack, at her summer home in Henderson Harbor, N. Y. She was the widow of Harold B. Johnson, editor-publisher of the *Times* until his death in 1949. Her only son, John B. Johnson, now editor-publisher, survives.

Edgar Higgins

EDGAR HIGGINS, 46, a member of the DuMont Television Network's news staff, was found dead in his New York apartment Aug. 25, reportedly from an overdose of sleeping tablets. He had been with DuMont for the past year and was one of the writers for the *Broadway to Hollywood* show. Prior to joining DuMont, Mr. Higgins had been associated with NBC. He is survived by a sister and four brothers.

WLAV
Grand Rapids, Mich.

PROGRAM
CHARACTER
PROVIDES
CHARACTERS
FOR ADVERTISERS

Bob Kirby
WLAV's ACE
News man, Emcee, and Special Events Director

Kirby's experience and know-how on news, audience shows and special events, lends prestige to all his sponsors.

LET JOHN E. PEARSON HELP SELECT YOUR POSITIONS NOW.

WLAV
AM-FM
ABC
for
Michigan's Second Market

NPA CLARIFIES

New Construction Guide Issued

THE GOVERNMENT last week clarified its regulations governing new construction which entail use of substantial amounts of critical materials by broadcasters and other commercial, industrial and home builders.

The National Production Authority released a set of 44 representative questions and answers to guide broadcasters in applying for authorization under the Controlled Materials Plan beginning Oct. 1 [BROADCASTING • TELECASTING, Aug. 13, 6, May 14].

Confronted with charges that its so-called "freeze" order on new construction is a "nightmare of confusion"—the charge had been leveled by members of Congress and news agencies—NPA spelled out specifics designed to clear the air.

Leading the attack was the Washington *Evening Star* (WMAL-AM-FM-TV Washington). The newspaper quoted a government official as saying "the whole thing would be funny, if it were not so gruesome." Referring to both the original order and the amended regulation, the *Evening Star* quipped:

"The simplest thing you can say about M-4A is that it replaces a previous order called M-4."

Following is a series of 12 questions and answers issued by NPA which apply generally to all builders and specifically to broadcasters:

Q. How does the controlled materials plan affect building projects?

A. All building projects are subject to the controlled materials plan, as of the fourth quarter of 1951, except those not requiring use of the three controlled materials, steel, copper and aluminum.

Q. Can anyone build a commercial structure?

A. Anyone may proceed by self-authorization to build a store, a warehouse or an office building, provided he uses no more than two tons of steel, no more than 200 pounds of copper, and no alloy steel, stainless steel or aluminum. . . .

Q. What is self-authorization?

A. Self-authorization means that the builder may obtain materials directly without seeking further authorization from the NPA or anyone else. He simply certifies on his order that he is conforming with regulations and is using the appropriate symbol.

Q. What are the appropriate symbols?

A. The symbol U6 is used to designate industrial building, U-7 for all home building, except for apartment houses, and U-8 for *all other* building, with the exception of recreational facilities.

Q. Must the owner or builder know all his building needs in advance?

A. The owner or builder need only know the amounts of steel, copper and aluminum he will require. He specifies these amounts in his application for materials.

Q. If estimated needs are insufficient, can further materials be authorized later?

A. If sufficient materials are not obtained for building upon first authorization, the builder may reapply for additional materials later on. There is no guarantee, however, that further allotments will be made.

Q. If building was started before the new regulations went into effect, must authorization for necessary additional materials be obtained?

A. Authorization is necessary only where the builder, for completion of his project, requires delivery after October 1 of more materials than he can self-authorize.

Q. If building has not been started before the new regulations are in effect and the builder has the necessary materials on hand, must authorization to start construction be obtained?

A. No. But he may not use the materials to build apartment houses, or recreation, amusement and entertainent facilities.

Q. If a builder has received authorization to start construction before the new regulations are in effect and has not yet started his project, must he reapply for authorization?

A. He need not reapply for authorization unless he is unable to receive delivery on the necessary materials before the new regulations are in effect. If he requires amounts larger than those permitted by self-authorization, he must file his application with the appropriate agency.

Q. Under what circumstances may a builder make application for adjustment or exception to NPA's construction orders and regulations?

A. If a builder feels that the regulations work an undue hardship upon him, not suffered by others in the same industry, or if he feels that the enforcement against him is not in the interest of the defense program, he may file an application (NPAF-24A) for adjustment or exception.

Q. Where can application forms (CMP4-C) for building projects be obtained?

A. Application forms may be obtained at any Regional or District Office of the Department of Commerce.

Q. Where are applications for general commercial construction filed?

A. Applications for commercial construction such as stores, office buildings, warehouses, and other types of construction not delegated to other agencies, should be filed with the Facilities and Construction Bureau of NPA, Washington, D. C.

"HI, NEIGHBOR"

BROTHER BOB WALTER

"Got my hands full . . . but never too busy to sell your products to my thousands of loyal neighbors in Central Pennsylvania . . . on my "Hi, Neighbor" Show, Monday thru Friday, 4:30 to 5:30 p.m."

A "big brother" to 2 out of 3 families in the entire area.

P.S. Weed & Co. can give you the details

WARD CBS WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

SET PRODUCTION

Vacations Bring Lowest Level

VACATION shutdown in manufacturing plants carried July radio and TV set production to the lowest level of the year, according to Radio Mfrs. Assn. Declines of more than 50% were recorded as radio output dropped to 539,500 and TV to 116,000 sets, RTMA found. Figures cover the entire manufacturing industry.

Revised RTMA estimates show radio set production totaled 8,413,136 for the first seven months of 1951. TV set production totaled 3,483,674 units. Radio production during this 30-week period consisted of 4,233,611 home sets, 3,264,043 auto sets and 915,482 portables.

MILITARY NEEDS

McDaniel Speaks in West

MILITARY PROCUREMENT of electronics and communications equipment is currently running at the rate of $3.8 billion a year, Glen McDaniel, president of the Radio-Television Mfrs. Assn. said a fortnight ago in a speech to western manufacturers and engineers at San Francisco's Pacific Electronic Exhibit.

But the RTMA president quickly squeezed the water out of that figure by warning that only 20% is for items that can be manufactured by radio-TV manufacturers on a mass production basis.

Contracts actually let during 1950-51 fiscal year total $3.8 billion, Mr. McDaniel reported. About the same amount is scheduled for 1951-52 fiscal year, making a total of $7.6 billion electronic-communication war contracts for the two years, he said.

However, if only 20% is for products that can be made by radio-TV manufacturers, that means the small amount of $1.5 billion for the radio-TV industry for both years.

$2.5 Billion in 1950

Radio-TV industry produced $2.5 billion worth of products in 1950, Mr. McDaniel said.

Biggest military order the average radio-TV manufacturer can get is for 50-60,000 units, the RTMA executive said. Although that amount can be run in 10-15 days, it takes 18 months to prepare production lines, he added. That is because most of the equipment is complex and new, he said.

Using a June 1951 RTMA survey, Mr McDaniel showed that on the average set and parts manufacturers were using 11% of their capacity for defense work, and 39% for civilian production.

Of the normal 200,000 workers employed by the radio-TV industry, about 50,000 are now out of work, Mr. McDaniel reported.

Electronic equipment represents 32% of the average cost of all combat planes, Mr. McDaniel revealed. In some planes, electronics is 60% of the cost.

Joins Intermountain

KVER Albuquerque, N. M., affiliated with MBS, joins the Intermountain Network (regional) effective Oct. 1, according to President William T. Kemp. Station is on 1340 kc with 250 w.

MAXWELL HOUSE Div. of General Foods, N. Y., moves its headquarters to Hoboken, N. J. J. K. Evans, general manager of division, heads personnel moving to Hoboken.

REACHES 93,217 RADIO FAMILIES

WEOK POUGHKEEPSIE

REPRESENTED BY DEVNEY

SUNNY California smiles brighten this discussion group during the CBS Radio Promotion Clinic held on the West Coast Aug. 6. L to r: R. Lee Black, KIMA Yakima, Wash.; Louis Hausman, CBS Radio administrative vice president; Paul Bartlett, KFRE Fresno, Calif.; Charles Oppenheim, CBS New York; H. G. Wells, KOLO Reno, Nev.; Jules Dundes, KCBS San Francisco director of sales. Clinic was held at CBS-owned KCBS.

DISPERSAL PLAN

Hill Resists Truman

THE GOVERNMENT'S plan for dispersal of industrial plants has stirred up stiff opposition on Capitol Hill and equally stern reassurances from President Truman.

Core of resistance to the executive order, which would grant tax and other benefits to qualified firms, centered around Sen. Edward Martin (R-Pa.). He sponsored a proposal, in the form of a proposed amendment to the 1950 Defense Production Act, that preference in loans and allocations of materials "shall not be given to facilities which meet any specified standards of dispersal."

'Misunderstood'

Charged with a "direct and flagrant defiance of the express will of Congress," the Chief Executive at his Aug. 23 news conference told newsmen the order is being "misunderstood." He pointed out the order does not contemplate moving existing plants but "merely encourages spacing of new defense and defense-supporting industries a few miles apart."

The plan, drawn up by the National Security Resources Board, may have little practical application to electronics firms and less to broadcasters who desire to construct radio-TV facilities in metropolitan areas [BROADCASTING • TELECASTING, Aug. 20].

NEW YORK U.

Announces Radio-TV Courses

NEW YORK U. last week announced its fall 1951 schedule of courses beginning Sept. 24 in radio and television, to include:

Fundamentals of Television: TV Studio Production; TV Script Writing; TV Dramatic Direction; TV Films I; TV Films II; TV Films III; TV Films-Special Effects: Advertising, Radio, TV, and the Law; The Business Side of TV; Radio Production; Radio Announcing I; Radio Announcing II; Tape Recording and Tape Editing; Radio Acting Laboratory; Advanced Radio Acting; Radio Acting Workshop; Radio Actor's Playhouse; Makeup for Stage and TV; Fencing and Swordplay for the theatre; Acting for Stage and TV I—Interpretion; Acting for Stage and TV II—Rehearsal; TV Actors Workshop.

ANA AGENDA

Planned for N. Y. Meet

TENTATIVE agenda for the fall convention of the Assn. of National Advertisers, Sept. 24-26, at the Plaza Hotel, New York, was released by the ANA to BROADCASTING • TELECASTING last week, as follows:

Monday (a.m.) — Speakers: Leo Cherne, Research Institute of America, Andrew Heiskell, *Life* Magazine; and Phil Pillsbury, General Mills.

Monday (p.m.)—Horace Schwerin, Schwerin Research Inc.

Tuesday (a.m.) — Durable Goods Session: Fergus Mead, Buchen Co., Chicago.

Tuesday (a.m.) (Concurrent):—Consumer goods session: Don B. Hause, Armour & Co., M. B. Hursch, Shilitos Dept. Store, Cincinnati; Russell Partridge, United Fruit; Clifford Parsells, Ted Bates Co.

Tuesday (p.m.) — Earle Ludigan, Earle Ludigan Co., Chicago.

Wednesday's Agenda

Wednesday (a.m.)—Dr. Roy Peel, director of U. S. Census Bureau; Marion Harper Jr., McCann-Erickson; Richard Hottelet, CBS correspondent, Berlin; Fairfax Cone, Foote, Cone & Belding, New York.

Wednesday — Luncheon speakers: C. D. Jackson, Radio-Free Europe and *Fortune* Magazine (others to be announced).

Adjournment: Wednesday afternoon.

Monday session is limited to ANA members only; Tuesday sessions are open to agencies and the Tuesday banquet to agencies and media. Wednesday session is open to all.

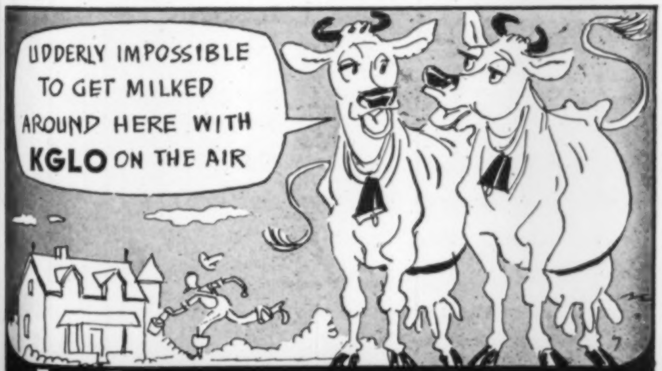
RADIO TRUCKS

ECA Aid to Vietnam

ECA has turned over to the government of Vietnam, Indochina, 10 radio-movie information trucks to be used in combating the spread of communism.

Specially designed for use in rough country, each information truck is equipped with floodlights, 2 kw midget generators, extra fire extinguishers, portable and mounted speakers, projector, master radio-recorder control panel, a collapsible movie screen and nine extra five-gallon fuel tanks, giving the diesel truck a range of 600 miles. ECA said that in small towns and bush villages near Communist territory, radio and movies are all-important methods of communicating with the people.

The trucks were turned over to the Vietnamese government by ECA Representative Leo Hochstetter who said that "a government cannot be truly representative if it cannot communicate with its people, and a people cannot take responsible action unless they understand the problems now dividing the globe and immediately threatening Vietnam."


UDDERLY IMPOSSIBLE TO GET MILKED AROUND HERE WITH KGLO ON THE AIR

kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station—represented by Weed & Company.

IN
PHILADELPHIA,
it's
WIBG
FOR THE
GAME OF THE WEEK

Fast-moving. Powerful. Play-by-play action covering each Saturday's outstanding collegiate football clash. Narration by Harry Wismer, America's top sportscaster. A WIBG exclusive for the second consecutive year. Last year's line-up included such famous games as Navy vs. Notre Dame, Michigan vs. Army.

This great program will bring your sales message to thousands of customers in America's third-largest market. It's tops for intense sales penetration!

Write! Phone! Wire!
for commercial availability

10,000 Watts
Philadelphia's
Most
Powerful
Independent

WIBG

1425 WALNUT STREET
PHILADELPHIA 2, PA.

Phone
Rittenhouse 6-2300

REPRESENTED BY
Radio Representatives, Inc.

WERE

is the first station in Cleveland

Hooper Radio Audience Index

Total Rated Time Periods

JUNE-JULY 1951

WERE	**30.5**
A	26.0
B	7.6
C	4.1
D	7.7
E	6.6
F	13.3
G	3.2

Sunday through Saturday
8:00 A. M.-10:30 P.M.

O. L. TAYLOR COMPANY
National Representatives

WERE

5000 WATTS • 1300 KC

CLEVELAND, OHIO

TV CITY FOR CHICAGO

Broadcasters Cool to Balkin's Plan

ANOTHER AMBITIOUS plan for a Television City in Chicago was projected last week by an insurance executive who estimates the cost at $250 million. William R. Balkin, who heads his own firm there, envisions a pooled project in which the networks and stations would cooperate in airing radio as well as video shows.

In addition, he would incorporate in the same area exclusive shops of various kinds, swimming pools, a golf course, motels, businesses allied to the broadcast media (talent bookers, model agencies, production firms) and a permanent Science Exposition Hall, a "world TV model."

Mr. Balkin is now attempting to line up an impressive array of civic and industrial leaders to back his project, but no one in the Chicago broadcasting picture had committed his organization in any way by late last week. Several network spokesmen treated the entire idea as an "academic" one, inasmuch as the possibility of pooled facilities "has been tried and found wanting."

One network vice president, who admired the prospect of a Television City but lamented the enormous scope of this one, said nothing "along this line" would be conceivable "for at least 10 years, because we all have commitments on space and facilities."

NBC-TV, which operates WNBQ, is understood to be tied up for another eight years on its Merchandise Mart lease; ABC for another 6½ at the Civic Opera Bldg. and Merchandise Mart. WGN-TV, owned by the *Chicago Tribune* and affiliated with DuMont, just expanded its N. Michigan Ave. headquarters for television by adding an entire separate building just for video. WBKB(TV), Balaban & Katz station which is affiliated with CBS, has been sold to CBS as an adjunct to the sale of ABC to United Paramount Theatres. CBS, when and if it takes over operation of the video station, is understood to have blueprints readied for construction of its own video center away from present headquarters in the Wrigley Bldg.

'Won't Work'

Another network official decried the entire conception of a video city for all TV stations, asserting "it just wouldn't work." He explained that any TV station would want facilities available at any and all times," and a pooling of studios, rehearsal rooms and facilities would be a stumbling block to any kind of production, local or network. New York stations evidently followed this same theory several years ago when the City of New York offered tax-free land for construction of a television area and was turned down after serious consideration by the networks and independent stations.

Mr. Balkin expects to finance the $250 million project with contributions, 99-year leases signed by networks and stations and other allied firms, mortgaging by real estate firms and subsidies from "other groups." His brother, David, who is active in the proposed plan also, estimates the city could actually get underway with $1 million cash.

The city, as projected, would be located on a 5,000-acre tract of land, probably north or northwest of Chicago in order to be accessible to the Great Lakes Naval Training Station, the Army Signal Corps unit at Fort Sheridan, and an airport. Buildings devoted to television would occupy about one-half the area, and all would be of Hollywood studio-type construction, one-story high.

Underground emergency TV equipment and facilities would be provided, and all buildings would be built with lead insulation "to protect them from damages of atom rays." The area would be zoned, so that no factories or electrical firms could interfere with TV broadcasting. There would also be a school, for the training of "future TV scientists and electronic engineers to make Chicago great as a TV center."

Mr. Balkin said he planned conferences with network spokesmen this week.

FIRMS COMBINE

UPA, Screen Gems Unite

UNION of two television production firms was announced Wednesday when Stephen Bosustow, president of United Productions of America, and Ralph Cohn, of Screen Gems, announced the formation of Screen Gems Div. of UPA, to produce animated film commercials for television.

Under the new setup, the Screen Gems Div. will provide all animated commercials for both parent companies, with the regular sales staff of Screen Gems representing the new division. Screen Gems will continue to produce live commercials and programs as in the past.

The new division, which will be in operation shortly at an estimated cost of $150,000, will establish studios in New York.

UPA recently won an Academy Award for the one-reel short, "Gerald McBoing-Boing," and has produced commercial cartoons for Ford Motors, Shell Oil, Ponds Tissue, Websters Cigars, and Colgate. Screen Gems, a subsidiary of Columbia Pictures, has produced such films as the 20-second BVD spot, the Hamilton watch live "Peggy and Jim" shorts, and commercials for Blatz, Coca-Cola, Camels, Schlitz, Borden's Zippo, and Pepsodent.

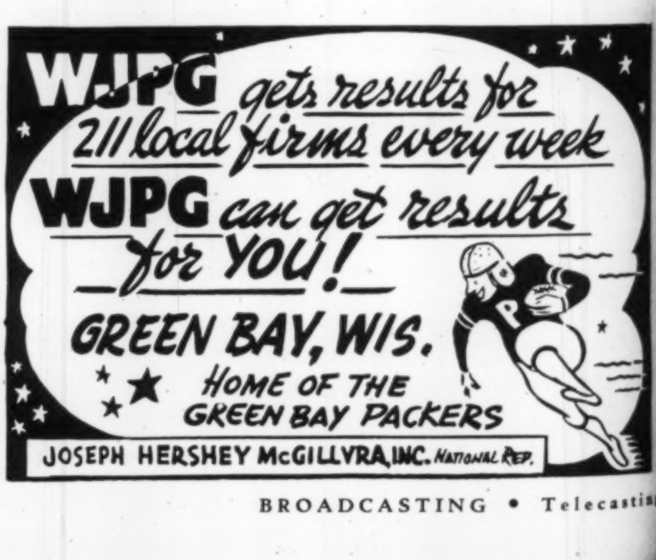
COMPOSER RODGERS

Handles 'Victory' Score

ORIGINAL SCORE for NBC's forthcoming series, *Victory at Sea*, a portrait of U. S. and allied naval operations during the second World War, will be composed by Richard Rodgers, Pulitzer prize-winning composer. The series of 26 half-hour television programs will be on film, actual battle scenes from files of the Navy Dept., British Admiralty, and Canadian Government. C. S. Forester, author of the "Capt. Hornblower" stories, will write the scripts, which Actor-Producer Robert Montgomery will narrate.

Victory at Sea represents the first major attempt by television to tackle problem of presenting to American people contemporary history on comprehensive, dramatic basis, Sylvester L. (Pat) Weaver Jr., vice president in charge of television said, when he announced the program plans.

POOR TV reception in London, Ont., area, 100 miles from Detroit TV stations, has resulted in erection of rhombic antenna by London Appliance Dealers Assn., where TV signals are amplified, and from where cables are strung to TV receivers in private homes. Service charge is about $5 per month per home receiving amplified TV signals. Cables cost $100 to $125 to each house.


WJPG gets results for 211 local firms every week

WJPG can get results for YOU!

GREEN BAY, WIS.

HOME OF THE GREEN BAY PACKERS

JOSEPH HERSHEY McGILLVRA, INC. NATIONAL REP.

SEPTEMBER 3, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

THIS ISSUE:

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Expected
Page 57

& Rubicam Tops
Agency Buyers
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NARTB Board
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Set Count
Markets
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WOR-tv

channel **9**

New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly announces its 1951 Fall sports schedule

Monday — Boxing, IBC Bouts from St. Nicholas Arena
***Tuesday** — Boxing, from Westchester County Center
Wednesday — Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
***Thursday** — Boxing, from Sunnyside Gardens
Friday — Wrestling, from Jamaica Arena
***Saturday** — Boxing, from Ridgewood Grove

Effective Immediately WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

SPORTS	NEWS
CHILDREN'S SHOWS	FEATURE FILMS, ETC.

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.

write, wire, or phone

WOR-tv

in New York

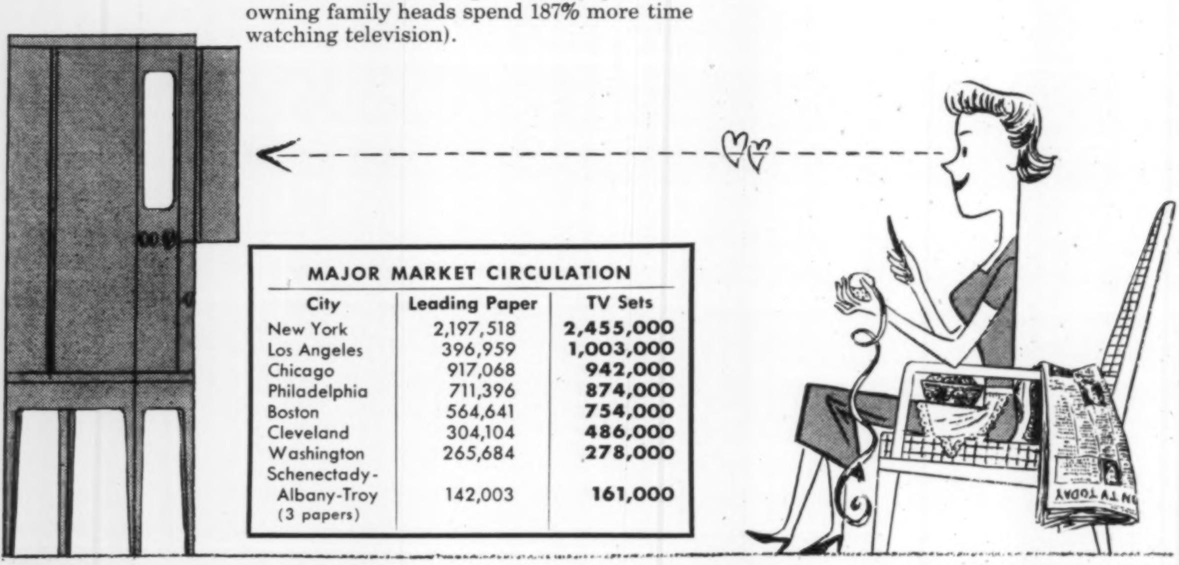
★ Bouts under the supervision of one of the greatest promotors and match-makers in the fight game, Joe McKenna.

why your next 500-line ad should be on Television

One year ago in the nation's major markets television set circulation passed that of the nation's leading *magazine*, market by market.

Today television set circulation surpasses that of the leading *newspaper* in the nation's major markets *(see below)*.

Now television is firmly established as the No. 1 visual mass medium in your key markets. Television can present your message not only to families which are larger and more prosperous than average, but also to *more* families. And consider this: today's average family head (averaging TV-owners and non-owners) spends 49% more time watching television than reading his newspaper. (TV-owning family heads spend 187% more time watching television).



MAJOR MARKET CIRCULATION

City	Leading Paper	TV Sets
New York	2,197,518	**2,455,000**
Los Angeles	396,959	**1,003,000**
Chicago	917,068	**942,000**
Philadelphia	711,396	**874,000**
Boston	564,641	**754,000**
Cleveland	304,104	**486,000**
Washington	265,684	**278,000**
Schenectady-Albany-Troy (3 papers)	142,003	**161,000**

SOURCES:
ABC (3/31/51)
NBC-TV Set Mfgs. Est. (8/1/51)
SRDS (8/51)
"Television Today", Hofstra Study (7/51)

Cost-wise, too, it pays to be on television. For the same money that would buy one 500-line ad in the leading morning newspaper in each of the eight major markets listed above, you can buy *five* one-minute daytime announcements on the leading television station in each market.

If you have always wanted the unparalleled impact and selling power of TV but up to now have been afraid to look at the cost and circulation picture, now is the time to bring yourself up to date on the mass circulation economy of Spot Television. For the facts and figures you need call NBC Spot Sales.

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WNBT	**New York**	**WBZ-TV**	**Boston**
KNBH	**Hollywood**	**WNBK**	**Cleveland**
WNBQ	**Chicago**	**WNBW**	**Washington**
WPTZ	**Philadelphia**	**WRGB**	**Schenectady-Albany-Troy**

A Service of Broadcasting Newsweekly

TELECASTING

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[illegible]ington 4, D. C.

SEPTEMBER 3, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

MORE POWER BOOSTS SEEN As Stations Shift Equipment

MANY MORE than the 45-odd TV stations first believed eligible for power hikes under the FCC's "Fifth Notice" [BROADCASTING • TELECASTING, July 30] are going to be able to boost their signal powers.

That became apparent last week when FCC grants as well as requests showed that stations are (1) changing low-powered transmitters to 5 kw apparatus and (2) moving transmitter sites.

Each such move is approved under present FCC policy—provided that coverage is maintained at the present levels.

However, once the new transmitter is in—or the antenna is relocated—it becomes possible to get special temporary authority to utilize the full 5-kw transmitter output and thus boost the radiated signal to the limit of 50 kw.

That is what WBEN-TV Buffalo plans to do after it moves to new Colden, N. Y., transmitter site, 22 miles from Buffalo. It got FCC approval last week to move, with radiation cut from its present 16.2 kw from a 335-ft. antenna above average terrain to 880 watts from a new 1,195-ft. antenna.

And it has gotten an STA to run its transmitter at 4.8 kw, transmitting a 50-kw signal.

WTTV Changes

WTTV (TV) Bloomington has similar plans. Last week it received FCC approval to modify its homebuilt 1-kw transmitter to 2 kw, but held down to same 6.38 radiated power. It will soon ask the FCC for an STA to run transmitter at full 2-kw output, which will boost the radiated signal to 12.8 kw from present 200-ft. antenna height. Shortly it will ask the FCC for permission to move its antenna to site of its 700-ft. relay tower, southeast of Bloomington, but the radiated signal will remain the same. Owner Sarkes Tarzian is an electronics manufacturer - engineer and he built his own transmitting gear.

WICU (TV) Erie, Pa., got FCC approval last week to substitute a new 5-kw transmitter for its present 500-w job with present 3-kw radiated output. When that is installed, it plans to ask for an STA to run it at full capacity to put out 40 kw from present 165-ft. antenna [BROADCASTING • TELECASTING, Aug. 27].

WFMY-TV Greensboro got a grant two weeks ago to put a 5-kw transmitter in place of its present 500-w transmitter. It has now asked for an STA to run it at capacity, to put out 16.7 kw from 470-ft. antenna—instead of the present 1.67 kw.

CBS's KTSL (TV) Los Angeles has same idea. It got approval two weeks ago to move to Mt. Wilson, but had its effective radiated power reduced from 9.3 kw to 500 w. On Friday it got an STA to run the transmitter at full 5 kw power, permitting it put out 25 kw, increasing its coverage area threefold. The FCC announcement approving the Mt. Wilson move erroneously stated that a STA had also been granted for more power.

Undoubtedly both KRON-TV San Francisco and WAAM(TV) Baltimore intend to ask for temporary authority to run transmitters at full output once their requests for antenna changes are approved.

KRON-TV Seeks DA

KRON-TV asked the FCC last week for permission to directionalize its 1,325-ft. San Bruno antenna to suppress westbound signals—which fall over the Pacific Ocean. Since the change would increase materially the signal over the San Francisco-Oakland Bay area, it also asked that its power be reduced from 14.5 kw to 9.5 kw so it covers the same 4,300-mile area.

Approval of this request would be significant. The Commission has consistently frowned on TV directional antennas although NBC's WNBK Cleveland has directional features in its antenna which permits it to suppress the signal over Lake Erie.

WAAM wants to build a new 1,780-ft. tower, will reduce effective radiated power from present 26 kw to 2.9 kw. If it gets permission from the FCC, it will no doubt seek an STA to run its transmitter at full power if the freeze is still in force when the tower is up.

The legal rigidity of three-year-

(Continued on page 69)

Y&R TOP BUYER Of June Network Time

YOUNG & RUBICAM was top agency from the standpoint of buying TV network time for its clients during June—and also during the first six months of 1951—according to an analysis made by BROADCASTING • TELECASTING. Calculations were based on advertisers' purchases of video network time during the month and six-month periods as reported by Publishers Information Bureau, broken down by agencies in accordance with information obtained from each of the four networks.

June TV network time purchases, at gross rates, made by Y&R for its accounts aggregated $810,732. This total includes $210,619 worth of ABC-TV time used for *Holiday Hotel*, sponsored on alternate Thursdays by Cluett, Peabody & Co. for Arrow Shirts ($30,870), and Packard Motor Car Co. ($23,070); *Pulitzer Prize Playhouse*, sponsored by Joseph E. Schlitz Brewing Co. ($106,699); Goodyear Tire & Rubber Co.'s *Paul Whiteman Revue* ($49,980).

CBS-TV Placements

On CBS-TV during June, Y&R placed *The Goldbergs* for General Foods Corp. (Sanka Coffee) ($36,180); *Arthur Godfrey's Talent Scouts* for Lever Bros. Co. (Lipton Tea and Soup Mix) ($34,020); *Bigelow Theatre* for Bigelow-Sanford Carpet Co. ($2,790); *Fred Waring Show* for General Electric Co. products ($88,700), making a total of $161,690 worth of time purchased from CBS-TV.

Agency's expenditures on NBC-TV during June include $57,780 for time for *Kukla, Fran & Ollie* for Time Inc. (*Life*); $79,238 for *The Bert Parks Show;* $83,000 for *Hopalong Cassidy*, and $36,600 for *The Aldrich Family*, all three advertising various products of General Foods Corp.; $115,280 for *Kate Smith Show* for Hunt Foods, and $14,580 for time on the same program for Simmons Co. mattresses; $51,945 for *We, the People* for Gulf Oil Corp. gas and oil. NBC-TV total June gross time sales to Y&R were $438,423.

TOP TEN TV NETWORK AGENCIES

June 1951

Young & Rubicam	$810,732
William Esty Co.	610,297
Benton & Bowles	581,820
BBDO	469,855
J. Walter Thompson Co.	453,193
Kenyon & Eckhardt	304,028
Cecil & Presbrey	294,555
Ruthrauff & Ryan	272,912
McCann-Erickson	249,190
Dancer-Fitzgerald-Sample	245,547

January-June 1951

Young & Rubicam	$4,958,797
J. Walter Thompson Co.	2,981,441
William Esty Co.	2,932,012
BBDO	2,617,176
Benton & Bowles	2,588,312
William H. Weintraub & Co.	1,925,365
Dancer-Fitzgerald-Sample	1,681,044
McCann-Erickson	1,619,443
Ruthrauff & Ryan	1,599,394
Cecil & Presbrey	1,581,195

Y&R Gross

The Y&R gross combined TV network time purchases for June amount to roughly a third more than the gross of William Esty Co., second ranking agency, which in June had five shows for R. J. Reynolds Tobacco Co., two for Colgate-Palmolive-Peet Co. and one for M&M Ltd. on the video networks, for a gross of $610,297 worth of time.

Lists of the top 10 TV network agencies for June and for the first half of 1951 show nine of the 10 leaders are the same for both one-month and six-month periods. In the six-month tabulation William H. Weintraub & Co. appears in sixth position, largely due to the more than $1 million worth of time purchased for *Broadway Open House*, sponsored five nights a week, 11 p.m. to midnight, on NBC-TV by Anchor-Hocking Glass Corp. for its disposable bottles. Program in June dropped from five to three times a week and station list was concurrently curtailed. Kenyon & Eckhardt, ranking sixth on the June list, stood in 11th place in the January-to-June table.

PROGRAM CODE

Faces NARTB-TV Board

TENTATIVE standards for TV programming, moving along swiftly since work was started early this month, will be submitted to the NARTB-TV Board Thursday-Friday. The board will meet at the Cavalier Hotel, Virginia Beach, Va.

Other key TV problems, including such legislative threats as the measures sponsored by Sen. William Benton (D-Conn.) and the TV freeze, will be taken up by the TV Board.

Eugene S. Thomas, WOR-TV New York, is to preside at the meeting as chairman of the TV Board.

Capitol Hill hearings on the Benton measures will overlap the board session, since a subcommittee of the Senate Interstate & Foreign Commerce Committee convenes Wednesday morning and will sit at least two days.

Review Board

This serious legislative threat to TV, involving creation of a national program review board and other restrictions on stations (S-1579, S. J. Res 76), will be discussed by Sen. Benton and other advocates. NARTB representatives will attend the hearings but it is expected opposition witnesses will not be heard until a later date (see story page 23).

In taking up TV program standards the board will review the whole subject from an overall policy standpoint. Three subcommittees have developed tentative language for their portions of the standards but these are subject to revision prior to a meeting of the full standards committee in Washington Oct. 2-3.

At that time the three sections of the code will be analyzed and a complete set of standards is to be submitted to the full NARTB-TV membership Oct. 19 in Chicago.

A subcommittee under chairmanship of Davidson Taylor, NBC, has been considering education and culture, responsibility toward children, acceptability of program material and decency and decorum in production. This group will hold another meeting Sept. 17 in New York.

Another group, headed by Walter J. Damm, WTMJ-TV Milwaukee, has made considerable progress in working out such matters as length of advertising message and other phases of commercial telecasting. The group will meet again in Detroit Sept. 13.

Harold Hough, WBAP-TV Fort Worth, is chairman of the group handling news, public events, religion, community responsibility and controversial issues. A preliminary document has been prepared, with changes being made by mail circularization.

Opening topic at the two-day board meeting is tentatively slated to be finances and membership. The TV board will be told that total video membership in NARTB comprises 68 stations and two networks.

Dues Decision

The TV directors will face decisions on how to bring all 108 TV stations into membership and what to do about dues of TV stations and applicants as well as aural stations desiring TV service from the association. A complete AM-FM-TV dues schedule, interlocked with Broadcast Advertising Bureau dues, will come before the combined NARTB Radio and TV Boards when they meet in December.

An arrangement by which NARTB aural members may obtain full services of the TV organization for perhaps $25 per month is to be reviewed by the TV board. This rate, it is understood, could be applied to bona fide applicants for TV permits.

The board will hear a report by a special all-industry committee investigating tax legislation. The committee is seeking Congressional relief from proposed excess profits tax which works a hardship on telecasting because of its brief existence as an industry.

Other topics coming before the board will include status of litigation based on ASCAP's refusal to grant satisfactory per piece TV licenses; station-agency contract standardization; NARTB service for TV members and subscribers; state association activities; TV engineering problems and the overall regulatory situation.

Slated to attend the meeting from NARTB headquarters are President Harold E. Fellows; Judge Justin Miller, board chairman and general counsel; Thad Brown, director of NARTB's TV organization; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director, and Ella Nelson, secretary to Mr. Arney.

Johnson To Speak

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, is slated to discuss legislation pending before his committee at the U. S. Chamber of Commerce's transportation-communication committee meeting in Washington this Thursday.

BALLANTINE BUYS

'Intrigue' in 12 Markets

P. BALLANTINE & SONS, New York, will sponsor a series of adventure films entitled *Intrigue* in 12 eastern cities beginning the first week in October.

Program will be carried on WNBT (TV) New York, WNAC-TV Boston, WNBW (TV) Washington, WRGB (TV) Schenectady, WTAR (TV) Norfolk, WJAR-TV Providence, WTVJ (TV) Miami, WGAL-TV Lancaster and WNBF-TV Binghamton. Philadelphia, New Haven and Wilmington stations will be announced later.

J. Walter Thompson, New York, is the agency. Advertiser will also make the program available for sale to regional and local sponsors in all other TV cities.

INS Wire Opens

INTERNATIONAL News Service's new television wire [BROADCASTING • TELECASTING, July 30] will begin operation today (Monday). The new teletype circuit will transmit up-to-the-minute scripts for use with the newsreel film provided by Telenews Productions, INS affiliate, since 1948. Newest subscribers include WNHC-TV New Haven, Conn., WBAL-TV Baltimore, and WJAR-TV Providence.

DuMONT OPPOSITION

First Step to Thaw

WHEELS started turning in earnest at the FCC last week as the first step in the TV freeze-end procedure came and passed.

Oppositions to the DuMont plan for a national allocation of channels [BROADCASTING • TELECASTING, Aug. 20] flooded into the Commission on the Aug. 27 deadline date, touching off the first work for the Broadcast Bureau's allocation division that can lead to a final result.

Study of the 128 filings opposing DuMont shows that virtually all objections fell into three equal categories:

● DuMont did not propose any VHF channel for the city involved.

● DuMont did not propose enough VHF channels for the city involved.

● Mileage separation in the DuMont plan is below minimums set by the FCC—180 miles co-channel, 70 miles adjacent channel.

In a few instances other points were made, but the most vehement objection to the DuMont proposal came from KOKX Keokuk, Ia.

"The DuMont plan," it sizzled angrily, "is a plan of definite segregation . . . VHF for the large cities and METRO (sic) areas and the crumbs of allocation, or UHF for the farmers and rural areas!"

Rebuttal for DuMont—and for those participants who care to—is due by Sept. 17. Final legal technicalities—requests for oral hearing, motions to strike testimony, exceptions, etc.—are due by Oct. 1.

Then the DuMont phase is wound up.

Meanwhile, tomorrow (Tuesday) the first of the specific city-by-city presentations starts. These are the affirmative cases for the New England and Middle Atlantic states (down the eastern seaboard to the District of Columbia).

At weekly intervals thereafter, other geographic groupings will begin filing their cases, continuing to Oct. 22, when the southeastern cities file.

Some 20 days after each initial filing, rebuttals are due.

After a two-week interval, pleadings may be filed.

Mechanics of the "paper" proceedings runs until Nov. 26.

Provided that requests for oral argument and other legal moves can be met in good time, the FCC could lift the freeze soon after the Nov. 26 date.

None, however, in industry or the Commission, have such high hopes. No one at the Commission is willing even to hazard a guess when the freeze might be lifted. Not with more than 1,000 participants to be heard from.

General industry consensus is that the FCC might come to its final decision late in January 1952.

This would mean that grants would not begin to be made until next March—since the FCC proposes to allow a 30-day grace period for additional applications to be filed before beginning to process those on file.

It probably means the end of 1952 before major markets get grants. That is because in virtually all top markets there are more applicants already than there are channels proposed or available.

Hearings thus are inevitable—protracted hearings in important cities.

Hope that there might be a partial lifting of the freeze as each segment of the country completes its case before the FCC was dashed when it was pointed out that each change in one section could set off a chain reaction affecting contiguous areas.

FCC Technical Research Division's new "UHF Propagation Within Line of Sight" publication, issued last week, already has some consulting engineers in a fret. They say it bolsters their claims that the Commission has not made sufficient allowance for coverage by UHF stations in rough terrain.

It means, they say, that under the proposed engineering standards cities in mountainous areas (like Pittsburgh, Portland, Ore., etc.) are not going to get the same kind of coverage from a UHF station that cities in "smooth" terrain will get.

DUAL STANDARDS Let Public Decide—Sarnoff

DUAL STANDARDS for color TV is the banner raised by RCA's Board Chairman Brig. Gen. David Sarnoff.

Again this week, he reiterated the position that the FCC must "let the public decide" [BROADCASTING • TELECASTING, Aug. 20].

It now can be assumed that the remainder of the radio-TV manufacturing industry will ask the FCC to authorize its all-industry compatible color TV system in competition with the FCC-sanctioned CBS system. Manufacturers are virtually 100% behind the system evolved by its National Television System Committee. This is substantially the same as the RCA system, which will resume public colorcasts in New York Sept. 10.

If Gen. Sarnoff's predilection for dual standards is the official position of compatible color TV proponents, then the next big question is:

When are they coming to the FCC with an official petition?

Most industry spokesmen still speak of the end of this year or early in January as the time they will be ready to come to the FCC and ask it to look at the improved color system that has been developed from the original RCA dot sequential system shown during the 1949-50 color TV hearings.

However, doubt has been expressed in some quarters as to whether NTSC or RCA will make that schedule.

Commission's Criteria

Doubt is based on fact that any system proffered to the FCC must be a "proved" system—it must meet all of the stiff criteria that the Commission enunciated before it will consider another color TV system. These criteria include field testing, apparatus testing by the Commission's own laboratories, etc.

Certainly, these observers say, it would be folly for either NTSC or RCA to come to the Commission before it had exhausted every possible test to make sure that all those criteria are met.

And that, they say, takes time.

Progress of NTSC toward this end was made clear by Arthur V. Loughran, Hazeltine research vice president and chairman of the NTSC panel on color video standards. In answer to a BROADCASTING • TELECASTING query Mr. Loughran said this:

- NTSC is moving along. The industry is getting closer and closer to agreement on standards for a compatible color system.
- But, that does not mean that the work of the NTSC is about finished. There is a great deal to be done before the system has been fully tested. While all members of the committee are moving just as fast as they can, the emphasis is on doing a completely adequate job rather than on speed alone. No date has been set for asking the FCC to look at the NTSC system officially.

"We must be careful not to do that until we are sure we've done an adequate job," he added. "To go to the Commission before we are fully ready would serve only to make their job and ours doubly difficult."

What Gen. Sarnoff thinks about the present color situation is summed up in these words from his latest statement:

> I yield to no one in my faith in the ultimate possibilities of color TV. It will add importantly to programming and give extra value to advertising . . .
>
> In my judgment, however, authorization by the FCC to operate a completely compatible, all-electronic, high-definition system on a commercial basis is essential, before the potentialities of color TV can be fully translated into a satisfactory service to the public . . .
>
> If given the opportunity to do so, the public can and will make that decision [importance of compatibility]. I strongly favor giving the public such an opportunity . . .
>
> It seems to me that the present situation calls for consideration by all concerned of the need for recommending to the FCC, that it authorize the use of dual standards which would permit the compatible as well as the incompatible system of color TV to operate commercially. Only under such conditions can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice . . .
>
> Only those who fear the public's decision would object to submitting their system to such a competitive test.

RCA's Booklet

In a new 12-page booklet, with color-tinted cover, RCA puts its case to the public for a "compatible, all-electronic" color system.

It details the drawbacks of the presently authorized CBS field sequential color system (incompatibility, mechanical wheel, picture size limitation, etc) and boosts compatibility on the premise that:

"What's best for the customer is best for RCA . . . we believe that only a compatible system can supply the public with the satisfactory, economical product it requests and that any incompatible system is just not good enough."

Throughout the 8½x3¾-in. booklet, the adjective is always "incompatible" for the CBS system, "compatible" for the RCA system.

Emphasis in the brochures conclusion is that present black-and-white sets will not be obsoleted by color TV, that monochrome programs will continue for "years to come," and that this is a good time to buy a TV set.

Meanwhile, Color Television Inc., San Francisco group whose compatible system was practically ruled out by the FCC in its final color decision and which has not been heard from since, came back into the news last week.

Move into the production of airborne radar and other electronics equipment, was announced by CTI President Arthur S. Matthews.

CTI will initially manufacture $4 million in miliary contracts in conjunction with electronics products designer-manufacturer Tomlinson I. Moseley, president, Dalmo Victor Co., San Carlos, Calif.

"With the added engineering and development facilities that will be made available . . . CTI can sooner ready its compatible, all-electronic color system for public acceptance," Mr. Matthews said.

COMPARING notes at the first annual Snader Telescriptions Corp. sales convention in Hollywood are (l to r): Monroe Mendelsohn, national station service coordinator; Reuben Kaufman, sales head; Louis D. Snader, president; E. Jonny Graff, manager, agency sales; Alan Fischler, West Coast sales service representative; Oliver A. Unger, theatre sales and distribution supervisor.

SMPTE Meeting

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention Oct. 15-19 at the Hollywood Roosevelt Hotel, Hollywood. Three TV sessions are listed. Banquet Wednesday will be occasion of award presentations, including the new David Sarnoff Gold Medal Award.

CHROMATIC TUBE Color Answer, Raibourn Says

TV COLOR tube developed by Chromatic Television Labs provides the long sought answer to color television, Paul Raibourn, Paramount Picture Corp. vice president in charge of television, stated Thursday in an exclusive interview with BROADCASTING • TELECASTING.

Revealing plans to demonstrate the tube produced by the Paramount subsidiary company "within a month," Mr. Raibourn jubilantly announced that "it looks like all the color problems are solved."

"A brilliant new idea popped out of the struggle we were having which wipes out the problem of getting color into the tube," he stated, "and the cost comes way down. We put the idea into the tube and it's amazing how it works."

Mr. Raibourn declined to reveal any details of the construction or operation of the new tube in advance of the demonstration, but he repeated his conviction that it provides the answer to color.

"We're all happy as larks about it," he declared.

Credit for the idea from which the Chromatic color tube was developed should go to Dr. Ernest Lawrence, a consultant and director of Chromatic Television Labs as well as director of the U. of California's radiation laboratory, Mr. Raibourn said. Inventor of the atom-smashing cyclotron and a Nobel Prize winner, Dr. Lawrence first became interested in television as a hobby when he was a graduate student at Yale where, in 1925, he built an all-electronic television system. This hobby has now paid off with the conception of his plan for producing color pictures with a single cathode ray tube.

This tube, known as the Chromatron, developed from Dr. Lawrence's idea by Chromatic Television Labs, was described by the company as "a single gun standard shape cathode ray tube containing a color grid capable of displaying television pictures or other electronic signals in color." The company explained that although the tube will work with any known system of color television, it is particularly advantageous when used in connection with the CBS field sequential system as it eliminates the need for a wheel or drum and so removes the limitations on picture size imposed by those mechanical devices.

WSAZ-TV
Channel 5

EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET

ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
Than All Stations Combined
IN THE
W. Va., Ky., and Ohio
Tri-State Area*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

FTPC BLASTS

Navy, NCAA TV Plans

AFTER leveling another broadside at the U. S. Naval Academy for doing business with theatre television, the Fair Television Practices Committee last week turned its guns against the National Collegiate Athletic Assn.'s so-called "partial blackout" of football telecasts.

Charles Alldredge, Washington representative of FTPC, sent the organization's protest to Assistant Attorney General H. Graham Morison, in charge of the Justice Dept.'s Anti-Trust Div.

The Justice Dept. was informed that Westinghouse was being "forced" to pay "spectacularly" high prices for rights to telecast the 10 games permitted under the NCAA plan. These prices, FTPC said, was the "logical result" of the limitations placed on telecasting the games this fall, and are evidence of the "monopoly" resulting from the NCAA policy (for Westinghouse football plans, see story this page).

Letter To Hill

FTPC also released further correspondence between Jerome W. Marks (New York lawyer), chairman of FTPC, and Adm. H. W. Hill, superintendent of the Academy.

The letters followed the original protest sent the Academy by FTPC to the effect that theatre TV is commercial but that it offers no public service features and that the Academy is entirely supported by public funds and therefore dutybound to the public interest [BROADCASTING • TELECASTING, Aug. 13]. Navy has scheduled some of its fall gridiron games on the Theatre Network Television, and expects to have one of its games regularly home telecast under the NCAA plan.

Adm. Hill pointed out that Navy is a contributing member of NCAA and as such is complying with the TV plan. But, he asserted, the Naval Academy "intercollegiate athletic program is not supported by public funds." The Naval Academy Athletic Assn. provides financial support for the athletic program operation, he said. The admiral noted the funds come from membership dues, contributions, game admissions, sales of radio rights, of television rights, program advertising, program sales, etc.

Marks' Answer

In his rebuttal, Mr. Marks reminded Adm. Hill that while the intercollegiate athletic program of the Academy may not be directly supported by public funds, "the Naval Academy is so supported... and the administration of the Academy has the final and unavoidable responsibility for the policies followed by the Athletic Assn."

Adm. Hill also had supplied the FTPC with its list of TV participations—one home monochrome telecast, all home games live by CBS color, post game films via CBS and theatre TV to be selected.

Mr. Marks said this list "boiled down" to a single Navy game made available to national TV audiences at the time the game is played.

ARENACAST PLAN

IBC Withholds Opinion

PROPOSAL by a Cleveland arena manager, Jim Hendy, that the fight arenas through the nation install big screen TV sets to carry major boxing bouts for their fight audiences, was still in the early stages of discussion by the International Boxing Club, according to Harry B. Markson, managing director of the IBC.

Commitments to Pabst and Gillette, who sponsor the IBC bouts on television—Pabst on CBS-TV Wednesdays, and Gillette, on NBC-TV Fridays—eliminate any consideration of the arena tie-up for the coming boxing year, Mr. Markson said.

Designed to draw the fans back to the smaller arenas, the Cleveland proposal would bill the televised bouts as the major attractions with the live local semi-final and preliminary fights on the same card. The threat of theatre television receiving all box office receipts from the televised stellar fight attractions, such as the Robinson-Turpin match [BROADCASTING • TELECASTING, Aug. 27] would thereby be averted, according to the Cleveland plan.

PENN PLANS FILMS

Half-Hour Show $10,000

UNIVERSITY of Pennsylvania is making available for sponsorship a television series of half-hour filmed programs, comprising highlights of the school's home football games plus one game played elsewhere during the coming gridiron season. Programs would be telecast on Saturday evenings, each featuring the game played by Penn that afternoon.

Price is reportedly $10,000 per half-hour show. Package is being offered to sponsors and agencies by ABC, which still holds a $125,000 contract with the university for live telecasts of all of Penn's home games. The school was unable to fulfill pact when it agreed to comply with a decision of the National Collegiate Athletic Assn. to restrict football telecasting this fall in an attempt to determine the effect of such telecasts on attendance at the games.

TRADITION — packed post-Thanksgiving Day football game between U. of Penn. and Cornell was added last week to the CBS Color-TV football schedule. The Ivy League game from Franklin Field, Phila., replaces the previously announced Harvard-Yale game, Nov. 24.

NCAA SLATE

Westinghouse Sponsors

WESTINGHOUSE will sponsor National Collegiate Athletic Assn. football games on an NBC-TV network of 48 stations this season, but the game schedule will not be released until next Wednesday. This was reported in Chicago last week by Edwin S. Reynolds of New York, NCAA specialist, as he spoke to the NCAA executive council Tuesday.

Mr. Reynolds, who was assigned to correlate the projected program [BROADCASTING • TELECASTING, Aug. 13], said release of games and dates of telecast was postponed until Sept. 5 to protect season ticket sales for the telecasting colleges. Eight schools' teams will appear in two TV games during the season.

The 48-station lineup does not include four West Coast outlets, Mr. Reynolds said, adding that eastern and midwest games will be fed in some instances to the West Coast after November when microwave facilities are in operation regularly.

A minimum of four games and a maximum of seven will be carried on the coast-to-coast microwave relay system by Westinghouse, a spokesman for the Westinghouse agency, Ketchum, McCloud & Grove, Pittsburgh, said last Thursday.

Big Ten Plans

Nineteen colleges have been signed by Westinghouse to participate in the now-frozen limited TV schedule. Westinghouse, it was learned, has signed up every school in the Big Ten that can be picked up on the interconnected network, which led to speculation that at least one of the Big Ten Games will be carried coast-to-coast by the microwave relay system.

The agency representative reported that the colleges have given "wonderful cooperation" to the Westinghouse sponsorship proposals and difficulty in the highly complex schedule was met only with "colleges in marginal areas"—or areas where gate receipts could equal the 2½ times the NBC hourly rate figure offered by Westinghouse on a per-station basis.

NCAA introduced the experimental plan of blacking out specific TV areas three Saturdays out of 10 in an attempt to find out the exact effect of TV in any given area on gate receipts and attendance. Games played Fridays, Saturday nights or Sundays are not affected by the ruling. Among these, for example, is the Notre Dame-U. of Detroit match Oct. 5 in Detroit. Ruling also does not apply to games played before or after the official 10-week season, from Sept. 22 to Nov. 24. The blackouts will be spotted sectionally within this time period.

CBS-TV network presenting new feminine news program, *News at Noon*, Mon.-Fri., 12:15-12:30 p.m., for three weeks beginning Sept. 3.

the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show . . .

starting early September, Monday through Friday.*

Sales history will be made in the morning—Just as another great star of radio—Kate Smith—moved into NBC daytime television and moved mountains of merchandise—so do we believe that Rudy Vallee will make sales history in an early daytime period . . . *No doubt about it,* "The Rudy Vallee Show" is one of the great opportunities to get a head-start in the race for television's vast, responsive 'woman's market.' It will be available for a *strictly limited* period of time. Call us immediately for details . . . CIrcle 7-8300.

* *tentative*

NBC TELEVISION

COMPARATIVE NETWORK SHOWSHEET

E V I N

TELECASTING

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC
6:00 PM	Swanson Gen. Mills (alt. wks.) Ted Mack Family Hour L (E-M)	*Big Question*		General Foods Hopalong Cassidy F
6:15				
6:30		Ronson Star of Family Hayes & Healy		
6:45				
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L
7:15				
7:30	*Music in Velvet*	American Tobacco This Is Show Business		General Fds. Young Mr. Button
7:45				
8:00	*Hollywood Adventure Time*	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour
8:15				
8:30			*Pentagon—Washington*	
8:45				
9:00	*Film*	General Electric Fred Waring	Bromo-Seltzer Rockey King Detective	Philco Corp. Philco TV Playhouse
9:15				
9:30	*Marshall Plan*		Larus & Brother Co., Inc. The Plain-Clothesman	
9:45				
10:00	B. Graham Evan. Assn. B. Graham Religious Show L	B.F. Goodrich Celebrity Time	Crawford Clothes They Stand Accused	Bohn Aluminum American Forum of the Air L
10:15				
10:30	Young People's Church Youth on the March L	Jules Montenier What's My Line		
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

	MONDAY ABC	MONDAY CBS	MONDAY DuMONT	MONDAY NBC
6:00 PM				Co-op Cactus Jim L
6:15				
6:30	Kellogg Space Cdt.			
6:45	*Jimmy Blaine*			
7:00			Gen. Foods Capt. Video	RCA Kukla, Fran & Ollie
7:15				
7:30	Ironrite Hollywood Screen Test	GM-Oldsmobile News		Mohawk Mohawk Show Room
7:45		Chesterfield Perry Como	*Not For Publication*	Camel News Caravan L
8:00	Seiberling The Amazing Mr. Malone Bristol-Myers Mr. D. A. (alt.) L	Lever Lux Video Theatre		*TV Recital Hall*
8:15				
8:30	*Everybody's Business*	Lever-Lipton Godfrey's Talent Scouts	Gallery of Madame Liu-Tsong	Firestone Voice of Firestone L
8:45				
9:00	*United—Or Not?*	P. Morris Lucille Ball Show	Co-op Wrestling with Dennis James	Admiral Lights Out L
9:15				
9:30	*On Trial* L (E-M)	Gen.Fds. Sanka It's News To Me		Bymart S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00	*Feature Film*	Westinghouse Summer Theatre (st. 9–17) Studio One		
10:15				
10:30	"			Co-op Who Said That L
10:45	"			
11:00		Longines Chronoscope		*Feature Film*
11:15 PM				

	TUESDAY ABC	TUESDAY CBS	TUESDAY DuMONT	TUESDAY NBC
6:00 PM				Co-op Cactus Jim L
6:15				
6:30				
6:45				
7:00			Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie
7:15	*Carmel Myers Show*			
7:30	P&G Beulah	GM-Oldsmobile News		Van Camp Little Show
7:45		Fatima Stork Club	*Washington Report*	Camel News Caravan L
8:00	Mogen-David Wine Chas. Wild Private Detective L	*Film Theatre on the Air*	*Georgetown University Forum*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*Film*		*Johns Hopkins Science Review*	
8:45				
9:00	*Q.E.D.*	Schick Inc. Crime Syndicated	Drug Store TV Prod. Cavalcade of Bands	P&G Fireside Theatre
9:15				
9:30	TBA	Electric Auto-Lite Suspense		Armstrong Circle Theatre L
9:45				
10:00	*Film*	Block Drug Danger	Co-op Hands of Destiny	P. Lorrillard Original Amateur Hour L
10:15				
10:30	*Symphony* L	*Pres. Truman Opening of Japanese Peace Conference 9/4*		
10:45				
11:00				*Nick Kenny Show* L
11:15 PM				

	WED ABC	CBS	SDAY DuMON
6:00 PM			
6:15			
6:30	Kellogg Space Cdt.		
6:45	*Junior Edition*		
7:00			Gen. Foods Capt. Video
7:15			
7:30	Bendix Chance of a Lifetime	GM-Oldsmobile News	
7:45		Chesterfield Perry Como	*Stage Entrance*
8:00	*Film*	Toni Godfrey's Friends	
8:15			
8:30		Liggett & Myers Godfrey's Friends	
8:45			
9:00	Philco Don McNeill (alt. TBA)	Colgate Strike It Rich	*hat's th ry wit Walte iernan*
9:15			
9:30	Co-op The Ruggles	P. Lorillard The Web	*Shadow of the Cloak*
9:45			
10:00	Celanese Corp. Celanese Theatre (alt. TBA) L	Pabst Sales Co. Pabst Blue Ribbon Bouts	
10:15			
10:30			
10:45		*Sports Bout*	
11:00	Co-op Wrestling L		
11:15 PM			

D A Y IM

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Soap Box Theatre*			
11:45				
12:00 N	R. Joe Inc. Ranger Joe			
12:15 PM	Mason Cndy Chester the Pup			
12:30	Voice of Prophecy Faith For Today		Walter H. Johnson Candy Co. Flying Tigers	
12:45				
1:00				
1:15				

	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30		*Mike & Buff* (Color TV)		
10:45				
11:00				
11:15				
11:30	*D. James* L	C-P-P (MWF) Strike It Rich		
11:45				
12:00 N	Cory Corp. Clicquot duPont Ameche-Langford L	*Egg & I*	*12 o'clock Headlines*	
12:15 PM		*News at Noon*	*For Your Information H. F. Keane*	
12:30		P&G Search for Tomorrow	Premier Prod. Rumpus Room	
12:45		*Steve Allen*		
1:00			*Take the Break Don Russell*	
1:15		P&G Steve Allen T.&Th.		

	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	lwood. Cdy. Jr. Circus Oh.Kay(alt.) Gen. Shoe Acrobat Ranch			
10:45				
11:00	Bristol-Myers Foodini	Internatl. Latex Fashion Magic	Internatl. Shoe Co. Kids & Company	
11:15	Sun Dial Foodini			
11:30	McKesson & Robbins A Date with Judy	Brown Shoe Smilin' Ed McConnell		
11:45				
12:00 N	BT Babbitt Two Girls Named Smith	Natl. Dairy The Big Top		
12:15 PM				
12:30	Seaman Bros. I Cover Times Sq. MaidenForm F. Baldwin (alt. wks.)			
12:45				
1:00	Gen. Mills Betty Crocker			
1:15		*Football Highlights* (st. 9–29)		

	SU ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00	*Gloria Swanson*	
3:15		
3:30		
3:45		
4:00	TBA	
4:15	*Scouting in Action*	
4:30	Ralston Space Patrol (alt.)	
4:45		
5:00	Canada D Super Ci Peter Sh M&M Super Ci (alt.) L	*Lamp Unto My Feet*
5:15		
5:30		*Man of the Week*
5:45 PM		

EVENING FOR SEPTEMBER 1951

WED SDAY			THURSDAY				FRIDAY				SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
		Co-op Cactus Jim L				Co-op Cactus Jim L				Co-op Cactus Jim L					6:00 PM
															6:15
							Kellogg Space Cdt.				Anthracite Int. Better Home Show			*Mr. Wizard* L	6:30
							Junior Edition					Burkhart P. Bowman			6:45
	Gen. Foods Capt. Video	National Biscuit Co. Kukla, Fran & Ollie			Gen. Foods Capt Video	Time Kukla, Fran & Ollie			Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie	*Hollywood Theatre Time*	Lambert Pharmacal The Sammy Kaye Show		Kellogg Space Cadet L	7:00
															7:15
GM- lsmobile News		Mohawk Mohawk Show Room	Gen. Mills Lone Ranger	GM-Oldsmobile News		Van Camp Little Show	Green Giant Linkletter Brown Shoe Say It With Acting (alt.) L	GM-Oldsmobile News		Mohawk Mohawk Show Room	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		Manhattan Soap One Man's Family	7:30
esterfield Perry Como	*Stage Entrance*	Camel News Caravan L		Fatima Stork Club	*Not For Publication*	Camel News Caravan L		Chesterfield Perry Como	*Washington Report*	Camel News Caravan L					7:45
Toni odfrey's Friends		Congoleum-Nairn, Norge Kate Smith	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre	Co-op Al Morgan	DeSoto It Pays to Be Ignorant F	Sterling Mystery Theatre L	General Fds Maxwell H Coffee Mama	Mennen Co. Twenty Questions	Miles Labs. Quiz Kids L	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Budweiser Ken Murray		Snow Crop Pet Milk Kellogg All Star Revue	8:00
															8:15
Liggett Myers odfrey's Friends			Lorillard Stop The Music	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L	*Film*	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, the People					8:30
															8:45
Colgate Strike t Rich	*at's the ry with Walter Kiernan*	Kraft Fds. Kraft Television Theatre L	Cluett Peabody Herb Sheldon (alt.) L	Esso Alan Young Show 9–20 Kroger Alan Young Show 9–20	Kaiser-Frazer Adventures of Ellery Queen	Ford Ford Festival L	*Jerry Colona*	Schlitz Brewing Film Firsts	Old Gold Down You Go	American Cig. & Cig. Big Story	*Safety Show*	Pepsi-Cola Faye Emerson		Reynolds, S.O.S. Benrus Libby, McNeill & Libby Lehn & Fink Eversharp Your Show of Shows	9:00
															9:15
Lorillard The Web	*Shadow of the Cloak*		Gruen Guild Theatre L	Lever Rinso Big Town			Kreisler Tales of Tomorrow Bona Fide Versatile Vrties (alt.) L	Schlitz Playhouse of Stars st. 10–5		Campbell Aldrich Family	*Harness Racing* L	American Safety Razor The Show Goes On	Co-op Wresting from Chicago Jack Brickhouse		9:30
															9:45
Pabst ales Co. Pabst Blue Ribbon Bouts		Bristol-Myers Break the Bank L	Jene Sales (alt.) TBA	Philip Morris Racket Squad		U.S. Tobacco Martin Kane	*Dell o' Dell*	Gen. Mills (alt. wks.) Grove Live Like Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports		Carter Songs for Sale			10:00
												Songs for Sale			10:15
		Hazel Bishop Freddy Martin	Masland At Home Show L	Carter Prod. (alt. wks.) Crime Photographer		Standard Oil Wayne King	*America in View*	Pearson Pharmacal Hollywood Opening Night				Sterling Drug Songs for Sale		American Tobacco Your Hit Parade	10:30
Sports Bout			Florsheim Red Grange							Chesebrough Greatest Fights					10:45
		Nick Kenny Show L	*Paul Dixon*			Anchor-Hocking Broadway Open House (to 12) L			Doeskin Products Eloise Salutes the Stars	Anchor-Hocking Broadway Open House (to 12) L	*Word of Life Song Time*				11:00
		Feature Film													11:15 PM

AYTIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
					Best Foods GE Hansen's Labs. P&G, Qkr. Oats, Reynolds, Standard Brands duPont The Garry Moore Show				Inter Collegiate Football 1:30-4:30 Approx. (st. 10/9)		
			Battle Report		P&G First 100 Years						
					Vanity Fair						
Gloria aranson			*American Inventory*				Colgate Miss Susan				
					Marlene's VanityFair* (Wed.)		*Vacation Wonderland* F				
			How Does Your Garden Grow		Interntnl. Latex Fashion Magic* (Tues.)		M,W,F General Fds Bert Parks Tu, Th Gen. Electric Bill Goodwin				
TBA			Revere Meet the Press		Aluminum Cooking Utensil Home-makers Exchange		Participat-ing Sponsor Kate Smith Hour				
couting Action											
Ralston Space Patrol (alt.)			*Zoo Parade*		*Mel Torme* (Color TV)						
nada D per Cir eter Sho M&M per Cir alt.) L	*Lamp Unto My Feet*		Quaker Oats Gabby Hayes				Lever Hwkns. Falls L				
							Gabby Hayes*				
	Man of the Week		Derby Foods Magic Slate alt. with H'wd Candy Hollywood Jr. Circus				Mars, C-P-P, Welch, Klg., Int. Shoe, Wander* Howdy Ddy L				*Nature of Things*
											Mutual Benefit B. Considine

Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

12-12:30 PM, Cory sponsors Ameche-Langford Tues., Thurs.; Clicquot on Thurs.; duPont Fri.

CBS

3:15-3:30 PM, Th., Bride & Groom; Hudson Paper Co.

3:15-3:30 PM, Tues., Bride & Groom; Lehn & Fink Products Corp.

3:30-4 PM, M-W-F, All Around The Town, s.

3:30-4 PM, Th., Meet Your Cover Girl, s.

10:55-11 PM, Sun., Pres. Truman; Community Chest Campaign—9/30 only

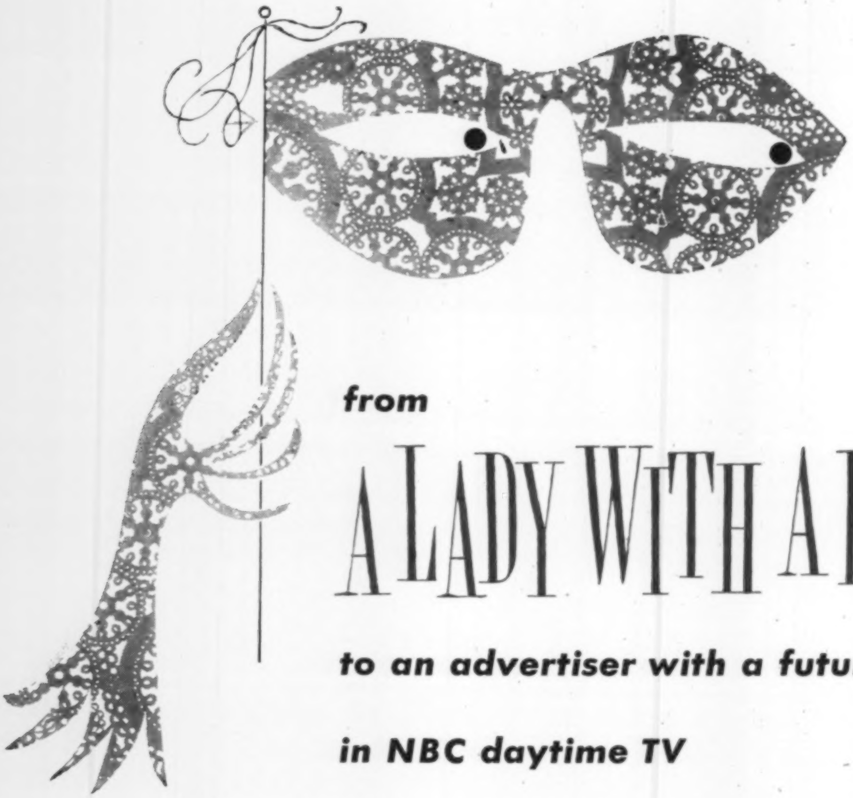
NBC

5:15-5:30 PM, Quaker Oats, M-F; Peter Paul, Th.; Gabby Hayes.

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

September 3, 1951 *Copyright 1951*



from

A LADY WITH A PAST

to an advertiser with a future—

in NBC daytime TV

If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall . . . for RUTH LYONS' program, "Fifty Club," has been making history in that mature television market for two years running:

Cincinnati sets-in-use during Ruth Lyons (12 to 1 P. M., Monday through Friday) are the highest among all reported U. S. TV cities.

TV tune-ins jump nearly 100%* when Ruth Lyons goes on the air at noon.

Share of Audience—68.2% Average*

Rating—13.9 Average*

Better call us today for all the facts in the case—its low-cost features will put a gleam in your eye.

NBC TELEVISION

The network where success is a habit

A Service of Radio Corporation of America

**October 1950 through March 1951.*

GLOBAL VIDEO

Mundt Readies Blueprint For SHAPE

LUEPRINT for creation of educational and cultural TV networks s advocated by Sen. Karl Mundt (R-S. D.) for Europe and Asia may e presented to Gen. Dwight Eisenhower's Supreme Headquarters for he Allied Powers of Europe in forthcoming months, it was learned st week.

Military authorities from the nited States may confer with the upreme Commander at his Paris adquarters on the feasibility of nching the Mundt TV project om that point and bringing it nder the jurisdiction of SHAPE. he identity of the military officials not known, of course, at this me.

Such a move, Sen. Mundt's office id, would place in Gen. Eisen- ower's hands an "invaluable" strument for educating the ples of the North Atlantic eaty Organization to U. S. mili- ry and democratic objectives.

Sen. Mundt originally proposed at the project first be undertaken Turkey, which is earmarked for ATO membership, and perhaps reece and other countries. Turk- diplomatic officials already have dicated "enthusiasm" for the oject, provided that program- g be devoid of propaganda pects and that time be equally vided among American and rkish fare [BROADCASTING • TELE- STING, July 30, 23].

With respect to the European et, authorities thought it likely that headquarters for the system of proposed television relay stations would be set up in Paris, focal point for SHAPE operations.

It also was held likely that U. S. and European industry engineering representatives would ultimately confer with Gen. Eisenhower sometime after the top-level military conference, probably late this fall.

These representatives (reportedly associated with RCA and Philips-Eindleoven, the Dutch manufacturer) have left for Tokyo where they will confer with Japanese authorities on a similar project for television. Sen. Mundt has predicted that Japan will have network TV there within a year [BROADCASTING • TELECASTING, Aug. 20]. The engineers, who prepared statistical data at Sen. Mundt's request, are due back in the United States in October when the European operation will be given attention.

Japanese Network

The Japanese plan envisions a network of 22 stations to be installed by their own communications personnel at an estimated cost of $4,670,000. The costs would be underwritten by Tokyo financiers, but the State Dept. would be permitted to lease facilities for U. S. information programs.

The suggestion has been offered by Sen. Mundt that the State Dept. buy time to apprise the Japanese of educational progress in the United States and to lay the groundwork for indirect sales acceptability of American commercial products used in education, agriculture and industry and exported to that country. In a sense, the State Dept. then might serve as an agent for U. S. equipment makers. Again, as in Turkey, relay facilities rather than microwave equipment would be utilized.

Since the project will not be completed before next year, there is no immediate concern over funds to be used for this purpose, it was point out. Eventually, the State Dept. is expected to request additional monies from Congress as part of the information budget which would enable it to lease Japanese TV facilities.

The Turkey project, geared along somewhat different lines, could be launched for between $3 million and $4 million at the outset, covering a few stations, and be consummated for between $30 million and $40 million, Sen. Mundt feels. Initial cost would cover installation of transmitter equipment and a number of community-type projection receivers within Turkey.

The South Dakota Republican has also suggested creation of an American Advertising Foundation comprising manufacturers who would band together and buy time on European and Japanese TV stations to sell their products once networks are established.

ECKWITH NAMED

To Be UTP Gen. Sales Mgr.

ARON BECKWITH, commercial nager of WAGE Syracuse since 43, has been named general sales manager of United Television Programs, Gerald King, UTP president, announced Friday. In his newly-created position which he assumes this week, Mr. Beckwith will have charge of all sales, both na- al and local, of the TV film tributing company.

r. Beckwith

Appointment of Mr. Beckwith lows the relocation of UTP's w York headquarters in larger ace at 444 Madison Ave., e signing of a new contract exclusive distribution of all s produced by Kling Studios OADCASTING • TELECASTING, g. 27], and a plan to increase the TP sales force considerably. In dition to coordinating all sales oss the country of the firm, Mr. ckwith will be responsible for selection of new sales repre- tatives and for their super- ion.

Before joining WAGE some eight rs ago, Mr. Beckwith had been ociated with the advertising de- tment of WSYR Syracuse. At AGE he handled programming promotion in addition to sales.

RCA UHF SHOW

Set for Sept. 12

TV broadcast engineers from all parts of the nation will inspect UHF developments at RCA's experimental station in Bridgeport Sept. 12 as guests of the RCA's Engineering Products Dept., it was announced last week.

This visit will highlight RCA's Eighth Television Technical Training Program—a series of five day engineering seminars at the RCA Victor Plant, Camden, N. J., W. W. Watts, vice president in charge of the department, said. More than 90 broadcasters are expected to attend. The seminar is set, Sept. 10-14, and is designed to orientate personnel with latest programming and operating techniques, as well as with new RCA equipment.

Pleased after signing exclusive sales distribution agreement are (l to r) Milt Blink, UTP vice president and officials of Kling Studios of Chicago, Fred Niles, director of TV, Bob Eirinberg, president and Lee Blevins, secretary. ◄

WHEN TELEVISION SELLS . . .

JULY SALES UP 50%

IN SYRACUSE

THE G. J. RALPH COMPANY, PERMA-STARCH BROKER IN SYRACUSE SAYS "Participations in 'What's New' with Jean Slade increased PERMA-STARCH Sales 50% DURING the Month of July. NO OTHER ADVERTISING WAS USED."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND LEARN HOW YOU CAN SELL THE BIG SYRACUSE MARKET

• FIRST IN TELEVISION IN CENTRAL NEW YORK

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

OWNED BY THE MEREDITH PUBLISHING CO.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

168,250
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV
Channel
6
"First in Indiana"

telestatus

WCBS-TV Increase Evening Rates

(Report 179)

RATE Card No. 10 for WCBS-TV New York, effective Sept. 1, shows a base evening hour rate of $3,750, a boost of approximately 15% over the station's previous rate. This is more than offset, G. Richard Swift, WCBS-TV general manager, points out in a memo accompanying the card, by a nearly 23% increase in the number of video families in New York since Jan. 1, when the previous rate was established.

* * *

ARB Ratings Released for Aug. 1-7

AMERICAN Research Bureau Inc., Washington, D. C., last week released its list of top television programs with ratings covering the week Aug. 1-7.

Two networks carried all top 10 programs, with CBS-TV disseminating the leading six programs and NBC-TV carrying the remaining four ranking shows. The ARB list follows:

RANKING BY PROGRAM RATING

1.	Toast of the Town (CBS)	43.2
2.	Godfrey's Friends (CBS)	37.7
3.	Talent Scouts (CBS)	36.9
4.	Amos 'n' Andy (CBS)	33.7
5.	What's My Line? (CBS)	32.9
6.	Summer Theatre (CBS)	32.4
7.	Kraft TV Theatre (NBC)	31.9
8.	Philco Playhouse (NBC)	31.5
9.	Orig. Amateur Hour (NBC)	31.3
10.	Lights Out (NBC)	30.5

'Toast', 'Lights Out' Lead Videodex Ratings

TOP ten Videodex ratings for 63 markets, covering the week of Aug. 1-7, were announced last week as follows:

RANK	SHOW	PERCENT TV HOMES
1	Toast of the Town (36 cities)	34.4
2	Lights Out (39)	28.1
3	Philco TV Playhouse (55)	27.2
4	Godfrey and Friends (50)	27.0
5	Talent Scouts (24)	26.8
6	Kraft TV Theatre (39)	26.5
7	Fireside Theatre (49)	24.9
8	Amos 'n' Andy (46)	24.0
9	Original Amateur Hour (53)	23.6
10	Danger (25)	23.3
10	Somerset Maugham Theatre (58)	23.3
10	What's My Line? (32)	23.3

* * *

Reactions to Berlin Demonstrations

GERMANY has had television—black-and-white as well as color. The response has been great from German officials, electronic scientists, the public and the East German visitors who slipped across the Soviet's "verboten" boundary to take a look.

The U. S. hosts to the German people were RCA and CBS. Here is what they report:

RCA says some million and a quarter residents and visitors to West Berlin saw the TV programs transmitted daily by a 29-man crew during the two weeks ending Aug. 26. According to Richard H. Hooper, RCA's Shows and Exhibits manager who headed the crew, at least 25,000 Berliners gathered in the Schoeneberg Stadt Park for the final program. Thousands more watched shows on more than 100 telesets distributed by RCA through the western sectors of the German capital.

Howard P. Jones, director of the Berlin contingent of the U. S. High Commission, lauded the quick-time setting up of facilities (85 hours) by RCA engineers, technicians and German assistants. Both Mr. Jones and Maj. Gen. Lemuel Mathewson, U. S. commander in Berlin, said the demonstrations of U. S. television deeply impressed all who saw them.

CBS says top American and German officials were enthused over the color system demonstrations in the Funktrum Exhibition Grounds. Richard Hottelet, CBS correspondent in Germany, cabled New York that Gen. Mathewson had special praise for the network's color system.

Still others, including Mr. Jones and Dr. Kurt Wagenfuhr, director of television studies at the universities of Hamburg and Muenster, were delighted with color TV display.

Exhibitions by RCA and CBS

(Continued on page 69)

Weekly Television Summary—September 3, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	60,331
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615
Binghamton	WNBF-TV	41,300
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,800
Boston	WBZ-TV, WNAC-TV	753,760
Buffalo	WBEN-TV	209,565
Charlotte	WBTV	85,359
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	126,000
Davenport	WOC-TV	59,506
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	208,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	616,544
Erie	WICU	61,475
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	126,000
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	71,721
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	48,000
Indianapolis	WFBM-TV	168,250
Jacksonville	WMBR-TV	38,750
Johnstown	WJAC-TV	103,629
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	127,170
Lancaster	WGAL-TV	106,352
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	[illegible]
Memphis	WMCT	[illegible]
Miami	WTVJ	[illegible]
Milwaukee	WTMJ-TV	[illegible]
Minn.-St. Paul	KSTP-TV, WTCN-TV	[illegible]
Nashville	WSM-TV	[illegible]
New Haven	WNHC-TV	[illegible]
New Orleans	WDSU-TV	[illegible]
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	[illegible]
Newark	WATV	
Norfolk	WTAR-TV	[illegible]
Oklahoma City	WKY-TV	[illegible]
Omaha	KMTV, WOW-TV	[illegible]
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	[illegible]
Phoenix	KPHO-TV	[illegible]
Pittsburgh	WDTV	[illegible]
Providence	WJAR-TV	[illegible]
Richmond	WTVR	[illegible]
Rochester	WHAM-TV	[illegible]
Rock Island	WHBF-TV	[illegible]
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	[illegible]
San Antonio	KEYL, WOAI-TV	[illegible]
San Diego	KFMB-TV	[illegible]
San Francisco	KGO-TV, KPIX, KRON-TV	[illegible]
Schenectady Albany-Troy	WRGB	[illegible]
Seattle	KING-TV	[illegible]
St. Louis	KSD-TV	[illegible]
Syracuse	WHEN, WSYR-TV	[illegible]
Toledo	WSPD-TV	[illegible]
Tulsa	KOTV	[illegible]
Utica-Rome	WKTV	[illegible]
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	[illegible]
Wilmington	WDEL-TV	[illegible]

Total Markets on Air 63 Total Stations on Air 107 Estimated Sets in Use 13,2

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

It was cold enough to freeze everything but Sales, in DAVENPORT!

WOC-TV

STATE FURNITURE COMPANY—1/2 HR. FILM SHOW WEEKLY

During Mississippi River flood, State Furniture received carload of mattresses. Warehouse surrounded by flood waters. State Furniture put mattresses directly into stores, told public its problem on two WOC-TV programs. Also used full-page ad in two local dailies.

According to State Furniture's own check on customers, advertising brought $12,000 in business — of which TV produced 97%.

Immediately thereafter, State Furniture contracted for additional ½-hr. show weekly on WOC-TV.

DAIRY QUEEN STORES—20-SECOND ANNOUNCEMENTS

The day before last Easter (Saturday, March 24) "Dairy Queen" bought several 20-second and station ident. announcements to tell public of their Easter opening. Additional plugs were aired early Easter Sunday afternoon — a cold, almost wintry day.

Despite very discouraging weather for sale of frozen confections, WOC-TV announcements gave "Dairy Queen" the largest single day in their history — bigger than any previous day in July or August. Dairy Queen now sponsoring live 15-minute weekly WOC-TV production.

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!
For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

Advance sale in 15 markets indicates the popularity of this great TV sports show!

"TOUCHDOWN"

Highlights of the top college football games played each Saturday across the nation. 13-week program, first release Sept. 24th. Commentary on this 30-minute show is handled by "By" Saam.

TOUCHDOWN is currently entering its fourth consecutive year of collegiate football coverage.* Already scheduled by these alert stations. . .

WMAR-TV WBNS-TV WDSU-TV
WNAC-TV WFAA-TV WTVJ-TV
WGN-TV WXYZ-TV KSL-TV
WCPO-TV KTSL WOAI-TV
WEXL-TV WAVE-TV KING-TV

*This show is not available for alcoholic beverage sponsorship

★

Don't miss this great opportunity to include one of America's most closely-followed shows on your fall TV line-up!

PHONE!
WRITE!
WIRE!

—Audition prints on request—

TEL RA
PRODUCTIONS
1518 Walnut Street
Philadelphia 2, Pa.

PHONE
KIngsley 5-8540

KFI-TV STRIKE

Settlement With TVA Seen

FOUR-MONTH old Television Authority strike against KFI-TV Los Angeles seems headed for settlement following meetings last week between TVA officials and representatives of the new owners of KFI-TV, General Tire & Rubber Co.

Union at the first exploratory meeting presented a contract accepted by the six other local TV stations to management representatives to familiarize them with it, and at a later meeting sought to clarify various points of the contract. Further meetings are expected to be held this week.

Meeting with union executives Peter Prouse, TVA West Coast executives; Ken Carpenter, chairman, West Coast section, TVA national board, and Wayne Oliver, field representative, were Norman Ostby, vice president in charge of station relations, Don Lee Broadcasting System, and Tony La Frano, program manager, Don Lee.

Negotiations between the union and the former owner of the station, Earle C. Anthony, owner of KFI-AM, ceased about three months ago when both parties met a deadlock over the issue of a closed shop.

Mr. Cueto (l) discusses plans with Guiliano Gerbi, also of WOV-Rome. →

KTTV SUIT

Court Filing Expected

NOTICE of $150,000 suit is expected to be filed this week against KTTV(TV) Los Angeles and others by three attorneys for Morris Braun, MGM property man, who charges lifting of a television script [BROADCASTING • TELECASTING, Aug. 27]. Mr. Braun alleges the KTTV *Batter Up* program is patterned after the television script for his *Play Ball* program idea.

Three others named in suit are Bill Welsh, m.c. of *Batter Up;* Sam Herrick and Art McCautry, director and producer, respectively.

WOR TV SQUARE

Construction Speeded; Dec. 1 Is Goal

"TELEVISION Square," the new WOR-TV New York building and the first in the city to be constructed exclusively for television, will be completed a month ahead of schedule and ready for occupancy Dec. 1. Considered one of the most up-to-date studios extant, the structure is reported to have cost about $1,250,000.

The two-story, block-sized building was designed with the help of television engineers to stress the requirements of television production. Located on the Upper West Side of the city, the brick and concrete structure will have all facilities for "live" shows on its first floor with film work areas on the second.

Three production rooms, each a self-contained unit with its own announcer's booth, control room, sponsor's booth, and rehearsal room, will be on the ground floor. Two of the studios contain 4,000 square feet of floor space each and the third, equipped with an audience balcony, measures 6,000 square feet. Two makeup rooms and six dressing rooms skirt the studios. A 5,000-foot area for the loading, unloading, and storing of scenery and properties runs the length of the first floor, with doors at each end large enough to admit delivery trucks, and cars or any livestock that might be used on shows.

Each studio will be equipped with 27 counterweighted battens for hanging lighting equipment or temporarily storing scenery near the ceiling, above camera levels. Some 150 pieces of lighting equipment will be used to illuminate each studio.

The main lobby of "Television Square" has a light board that indicates all entrances to the building with lights that flash when any door except the main entrance is opened. The signal—accompanied by a buzzer sound—remains in operation until the door is closed and secured. Thus trespassing or intrusions that might interrupt a show in progress will be minimized.

Film vaults, cutting and editing rooms, film projection rooms, a small studio for newscasts, and a master control room will occupy the second floor.

Many of the distinctive features of "Television Square" came about as a result of cooperation between WOR-TV and its competitors.

"We went to engineers at CBS, NBC, ABC, and DuMont," Charles Singer, WOR-TV assistant chief engineer who is in charge of the construction, explained, "and asked them what mistakes they had made in building studios so that we could avoid them. We also asked them what installations they would make if they were about to design a new studio. A lot of what is in our building is a result of those talks."

Work on the structure was begun last spring and when it is finished it will consolidate nearly all WOR-TV production activities in its near-50,000 feet of floor space.

WOV FILM

Italy Production Planned

WOV New York, the only AM station in America to have its own studios abroad, establishes another first when it goes into production of television films. Contracts were signed last week for documentaries as well as TV film spots to be produced in Italy by WOV-Rome for the Buitoni Macaroni Corp.

Claire Mann of WJZ-TV New York, currently in Italy, will narrate the English-language documentaries, which will be used for educational indoctrination of American Buitoni employes as well as for Buitoni-sponsored shows to be telecast throughout the U. S. First films will be shot at the company's plant in San Sepolcro and at their chocolate factory in Perugina, Italy.

Segments of the documentaries with new sound tracks dubbed in will be edited into TV spots, which will be used to promote the spaghetti firm's products by emphasizing local color and tourist attractions in Italy.

Plans call for use of WOV-Rome mobile equipment—which now provides from one to one and a half hours of taped radio fare daily for New York audiences—to provide trucks and cars for the film crew of 10 technicians. Television staff will be supervised by George Cueto, director of WOV-Rome, and production will begin immediately.

Additional television films to be shot by WOV in Italy are now being discussed, Ralph Weil, WOV general manager, explained, but no commitments have yet been signed. American film stars vacationing in Italy will narrate or emcee the English-language productions, however.

COLOR IN DETROIT

WJBK-TV Demonstrates

DETROIT newsmen and CBS-Columbia Inc. dealers took their first look at CBS-color television last week when WJBK-TV Detroit gave a closed circuit demonstration of the CBS color program *The World and You* at the Detroit Masonic Temple.

Reaction of the viewers, CBS described, was "highly enthusiastic." Bettelou Peterson, TV editor of the *Detroit Free Press*, was quoted by the network as stating "We were all very favorably impressed with the color show . . . the entire color production was much easier on the eye than black-and-white", while *Detroit Times* Reporter Irmengard Pohrt said, "Color television has already proven to be much more realistic than cinema technicolor. . ."

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

Berliners, including thousands of wide-eyed visitors from Communist East Germany, huddled around video screens set up in more than 190 spots in West Berlin. This was the first look at television for the youngsters. A four-hour show featured several of Europe's top entertainers.

* * *

Telestatus

(Continued from page 66)

were presented at the request of the Economic Cooperation Administration and the U. S. High Commission in Germany.

While there was plenty of good-natured rivalry between RCA and CBS, each was credited with doing a public relations job for America and the U. S. technical know-how.

The State Dept. also reported favorable comment from West Berlin newspapers which carried full reports on the displays, giving particular emphasis to President Truman's message to the Berlin population [BROADCASTING • TELECASTING, Aug. 20].

More Power Boosts

(Continued from page 57)

old freeze is pointed up in request by KOB-TV Albuquerque for permission to continue radiating 5.8 kw. When the FCC granted its CP to *Albuquerque Journal* station in 1948, theoretical computations showed that the 5-kw transmitter and 48-ft. antenna should radiate 4.5 kw output. But when station began operating it put out 5.8 kw.

Thus it is seeking to legitimatize the power it has been radiating for three years—solely because TV freeze rules do not permit the FCC to approve any powers greater than those specified in a station's CP.

TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios of
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

Film Report . . .

OLD 1890 serials may just fade away, but **Charlie Chaplin** will run and re-run forever. KTTV (TV) Hollywood has purchased 26 half-hour Chaplin comedies from **COMMONWEALTH Film & Television Inc.** and **FILM CLASSICS Exchange,** both New York, for Tuesday evening telecasting.

Rebound is the new title of **BING CROSBY Enterprises'** *Cry of the City.* Two original stories were bought from **Joe Pagano,** film writer, for the series.

French acrobats, Swiss yodeling, and gypsy music will provide European flavor for *Cafe Continental,* a group of quarter-hour musical TV films based on visits to well-known *boites* across the sea. Starring **Isabel Bigley,** currently in Broadway's "Guys and Dolls," the 13 films are produced by **STERLING Television,** New York, and will be available for general distribution. **Conmar Products Corp.** sponsored the films on NBC-TV during their first showing.

Top Secret, U.S.A. will depict government intelligence agents at work. **Robert Alda** will star in the **D-N-S Television Productions** show. "Mission Rhino" is the first program. It was scripted by **Henry Misrock** from an original story by **Lt. Col. Donald Robinson,** former chief historian for SHAEF in Germany.

TV DISC SERIES

Placed in 17 Markets

INITIAL package of "TV Disc Jockey Toons," film accompaniments to song recordings produced by Screen Gems, New York, has been placed in 17 markets within 10 days, Will Baltin, sales manager of the series, announced last week.

Largest sale of the 15 films was to the Wildroot Co., through BBDO for placement in Los Angeles, Chicago, St. Louis, Minneapolis, Buffalo, Omaha, Dallas, and Oklahoma City. Mail Order Network, through the Dorland Agency, also took the package for use in New York, Newark, Washington, D. C., and possibly in Pittsburgh Birmingham, and Toledo. Direct sales were made to three television stations: WNBK (TV) Cleveland, WCPO-TV Cincinnati and WXYZ-TV Detroit. The song—length films, rented for an introductory six-week period, will go on the air about the middle of this month.

DELEGATES to New York State Food Merchants Assn. convention in New York watched CBS color television program daily during their three-day meeting recently as guests of CBS.

UP-MOVIETONE

ABC-TV Buys Service

PURCHASE of the new United Press—Movietone News Service was announced last week by ABC-TV for an October launching on its owned television stations, WJZ-TV New York, WXYZ-TV Detroit, and KECA-TV Los Angeles.

In making the announcement, Slocum Chapin, vice president for ABC-owned TV stations, said "acquisition of this newest and most comprehensive television news coverage, will bring to millions of ABC viewers the finest and fastest television news available anywhere. We feel that through this service ABC viewers will receive the most complete and up-to-telecast coverage of the news, both live and on film, that has thus far been presented in the television field."

Films and stories from the news service which combines the reportorial and camera staffs of UP and Fox Movietone News will be utilized by WJZ-TV to form an overall "television newspaper, Mondays through Fridays, 7:00-7:15 p.m. The station also plans to incorporate the service in an evening newscast, 11-11:10 p.m. and a mid-day program at 1 p.m., Mr. Chapin said.

The Detroit and Los Angeles stations, Mr. Chapin announced, are working out similar programs based on the UP-Fox service.

DuMONT CAMPAIGN

Spotlights TV Receivers

ALLEN B. DuMONT LABS. last week announced an expansive fall advertising campaign based on the theme, "Look Inside . . . Then Compare. See Why DuMonts Do More," to spotlight its DuMont television receiver. George Hakim, advertising manager of the Labs Receiver Sales Div., said that DuMont wants the American public to become "more conscious of the 'insides' of television receivers."

Media to be used include radio and TV spots, film commercials, newspapers in TV cities, and consumer and trade magazines. DuMont agency is Campbell-Ewald Co., New York.

News Network

INS-Telenews, WXEL (TV) Cleveland and McCann-Erickson Inc. have cooperated in establishing a regional network to distribute the daily TV news programs sponsored in five Ohio cities by Standard Oil Co. of Ohio. Each night at 11 p.m., the 10-minute news show is microwaved from WXEL to WSPD-TV Toledo, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT (TV) Cincinnati, under the supervision of Robert Rowley, WXEL news chief. Programs include the INS-Telenews daily newsreel, plus spot news photos, maps and charts.

immediate delivery...
Produced Especially for TV!
AVAILABLE
FOR NATIONAL - REGIONAL
OR LOCAL SPONSORSHIP
Adrian Weiss Productions
present
CRAIG KENNEDY
CRIMINOLOGIST
first
13 ½-hour films
completed

Starring
DONALD WOODS
as
CRAIG KENNEDY
SYDNEY MASON
As Inspector Burke
LEWIS G. WILSON
As Walter Jameson
Newspaper Reporter
and
Supporting Cast
of Established Players
★ In the thick of everything is CRAIG KENNEDY, CRIMINOLOGIST — thinking, fighting and risking his life to exciting, startling conclusions!
★ FILMED EXCLUSIVELY TO HOLD YOUR VIEWERS THROUGH EVERY COMMERCIAL AND RETURN FOR MORE!
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Phones: Olympia 1913, NOrmandy 1-6883
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NBC
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Mount Airy
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North Wilkesboro
WINSTON-SALEM
Greensboro
High Point
NORTH CAROLINA
Lexington
Salisbury
Asheboro

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

AUTO SALES

OF

$122,697,000*

*Sales Management, 1951
Survey of Buying Power

WSJS

The Journal-Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate

Represented by:
HEADLEY-REED CO.

TELEMETER

Paramount Explains Its System

MORE INFORMATION on how Paramount Pictures' "Telemeter" system of subscription-TV works is needed before the FCC can consider granting the request for technical experiments over KTLA Los Angeles.

That was the substance of the FCC reply last week to Paramount Pictures' application for permission to run a technical experiment over its TV station in Hollywood.

FCC wants to know what frequencies will be used for the scrambling devices and the coded pulses, how much of an audience will have the Telemeter instrument, who will participate, how many units will be tested.

How Telemeter works was explained fully for first time in Paramount Pictures' Aug. 21 request for experimental approval. It is described in this manner:

> No change is required in any of the transmitting equipment. However, by means of equipment at the station, the video signal is scrambled. Through the use of subcarriers in the audio channel, coded pulses are sent out which when received at the TV set which has telemeter equipment attached thereto remove the jitter from the picture.
>
> The telemeter home equipment consists of two units; first, an unscrambling unit which rectifies the scrambled picture sent from the station and which is placed within the actual TV chassis. The second piece of equipment is called the "comparator." This device is approximately 8½ inches high and 4 inches square, and is attached to the TV set by a coaxial cable. Inside the "comparator" is a magnetic tape which records the code sent out over the subcarriers in the audio channel. The "comparator" is a coin-operated mechanism with one coin slot, taking either nickels, dimes, quarters or halves, and is equipped to receive instructions from the TV station as to the price of the designated programs. Such prices in the present setup range from five cents to two dollars, in any multiple of five cents. On the face of the "comparator" are two small windows. One, which will register the charge demanded by the station and, the other which will register the amount paid by the home consumer. Immediately upon turning to any designated channel, the first window will automatically show the price requested by the station. The other window will show the home consumer how much he has put into the box for each program. When these two amounts match, the 'A' device is automatically operated and the show being broadcast becomes unscrambled and intelligible.

Method of payment was described thus:

> The "comparator" can be instructed, by the station, to receive payment in any amount from five cents to two dollars in multiples of five. It will operate if an overage is paid, but will not decode if there is insufficient payment. Each program broadcast over the Telemeter System, from a given station, will carry a code number and when payment is made at the home receiver this code number will automatically register on the magnetic tape in the "comparator" so that there is a positive identification of the money paid, plus a record of the rightful allocation.
>
> At given intervals the part of the "comparator" containing the magnetic tape and the money, will be picked up by a Telemeter serviceman and taken to a central point. Here the money will be counted and the magnetic tape read by an electronic computing machine, insuring proper allocation of this money to those persons whose shows were seen via the Telemeter System.

No need for land lines was explained in this manner:

> The operation of the Telemeter System requires no land lines of any kind, other than those used in the normal operation of any television set. There is no necessity for telephone or power lines other than those in the norm, as the coded information from the station to the set is completely an air link. The Telemeter System as devised can be used with any existing channel, with any UHF channel, with black and white, or with color and can be attached to any standard television set now being manufactured.
>
> The experimental work will be done in conjunction with International Telemeter Corp., who have designed and built the aforementioned device.
>
> International Telemeter Corp. intends to monitor these experimental programs in locations of weak and strong signals, close to the transmitter and in fringe areas, and with all makes and models of sets, with and without decoding and coin-operated apparatus, and in the presence of multipath and line of sight signals with the intent of making a thorough survey of any effects of the coded signals on all types of home receiving sets in all locations. . . .

WSB-TV SALE

Effective Date Postponed

SALE OF WSB-TV Atlanta Channel 8 facilities was held up until Sept. 14 last week when the FCC issued a stay of execution of its Aug. 9 approval of the transfer until it had time to study charges of hidden and multiple ownership, as well as the legal standing of the two petitioners—WGST and E. D. River Jr. [BROADCASTING • TELECASTING, Aug. 27, 20].

Commission's stay order noted that the WGST and River's petitions raised charges not before the FCC at the time of the original grant.

Since Broadcasting Inc., new owners of Channel 8, and Atlanta Newspapers Inc., which plans to move to Channel 2, had requested a 30-day extension for consummation of the sale, the Commission's stay did not cause them undue alarm.

Under FCC rules, a sale must be consummated within 30 days after the Commission approves a transfer. In this case that would have been Sept. 9. But both Atlanta parties had planned to begin their new operations Oct. 1. Thus they had asked for an extension.

Both Broadcasting Inc. and Atlanta Newspapers denied the charges of hidden and multiple ownership, also questioned the legal standing of the petitioners.

ABC-UPT

(Continued from page 25)

ation and control of the broadcast facilities proposed to be owned by it or its subsidiaries and to obtain full information as to the individual or individuals authorized to formulate and execute such policies.

5. To obtain full information with respect to the policies and plans of American Broadcasting-Paramount Theatres Inc., relating to any arrangements contemplated for the televising of selected programs in theatres to the exclusion of other outlets.

6. To obtain full information with respect to the restrictions, if any, to be imposed by American Broadcasting-Paramount Theatres Inc., on broadcast stations in the use, inter alia, of motion picture films or stories exhibited by transferee or restrictions imposed on broadcast stations in the use of talent under contract to or employed by the transferee.

7. To obtain full information with respect to the plans of the transferees for the staffing and programming of the broadcast stations proposed to be owned by them.

8. To obtain full information with respect to the plans of the transferee, American Broadcasting-Paramount Theatres Inc., in the event of grant of its above applications, to comply with the Commission's Rules and Regulations relative to multiple ownership.

9. To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce, in any section of the country.

10. To determine in the light of the evidence adduced under the above issues, whether the applicants, their officers, stockholders and directors, are qualified from the standpoint of character and conduct to be licensees, and whether grant of the above-styled applications would be in the public interest, convenience and necessity.

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

Strictly Business

(Continued from page 16)

w [B. F. Goodrich's *Celebrity* ie on CBS Television]. He did t recall ever seeing it. 'It's on EWS Cleveland, at 10 p.m. Sun y nights,' I prompted. 'I think are usually watching *Celebrity* ie about then,' the barber said."

Mr. Tucker adds: "So now there a still larger B. F. Goodrich sign the curtain in CBS Studio 41."

This advertising executive likes think of the days when the rub r company had what he believes s one of its best radio buys—the ax Baer-Primo Carnera heavy ight boxing championship fight 1934.

Will Rogers' Take-off

Will Rogers, he remembers, used present an amusing take-off on announcer, the late Graham Namee. The great humorist in radio broadcast ribbed the Mc amee Goodrich commercials.

Mr. Rogers mimicked: "He's up. 's down. He's up again." But, Rogers would continue, Mr. ham "would not tell us who s up or who was down until we ght a set of B. F. Goodrich res."

Filling in on some background, Tucker says the reason for the y commercial was instructions m the firm to use frequent an ncements between rounds if it ed like a short fight. The Baer mera fight was anything but ef, but Mr. McNamee, who ght it would be abbreviated d went heavy through the early nds, couldn't let up because the dience might forget the spon r's message.

While B. F. Goodrich manufac res many more products than es, company policy, according to Tucker, makes the massed duct commercial a rarity. Ex ption, he says, was last New ar's Eve telecast on CBS on the mpany's 80th anniversary. That gram covered the history of the S. and of B. F. Goodrich from 0 up to Korea.

Mr. Tucker was born in Ot wa, Iowa, in 1896. When in high school he started in the newspaper field, working his way through the U. of Wisconsin as correspondent and sportswriter for Chicago and Milwaukee papers. He was sports editor of the *Madison* (Wis.) *Capital Times.*

Next came aviation in the Navy in 1918, followed by more newspaper work.

Mr. Tucker made his bow at B. F. Goodrich in 1919 while he was covering the Wisconsin State Legislature for the *Milwaukee Sentinel.*

In the more than 30-year association with the firm, Mr. Tucker has served in sales, public relations and various advertising divisions.

Most successful company campaign, Mr. Tucker believes, is the one led by the Goodrich president, John L. Collyer, encouraging American rubber-producing facilities to free the U. S. from dependence on foreign rubber supply sources.

Mr. Tucker is married and has two children, a son and a daughter, both in their 20s.

When away from his desk, he grows tall "Iowa" corn in his Akron backyard.

Fraternal organization is Beta Theta Pi. He is a member of the Akron and Cleveland Advertising Clubs and the Congress Lake Club, Hartville, Ohio.

UNDERLINING blood plasma drive getting underway next week via radio and television is Army Nurse (Lt.) Helen Gallick of Walter Reed Hospital, Washington, D. C. She holds a bottle of whole blood. Flanking her is Lt. Frank Junell (l), USN, former commercial manager, KEYL-TV San Antonio, now with radio-TV branch of Office of Public Information, Dept. of Defense, and Paul Gaynor, vice president, Buchanan & Co., New York, and on loan to the department in charge of planning and coordinating the blood drive. Purpose of drive is to obtain 2,800,000 pints of plasma to replenish U. S. armed forces' supplies. ➤

GREENVILLE is
OUTH CAROLINA'S LARGEST
ETROPOLITAN AREA . . .

In "COVERED" WAGES

REENVILLE	$112,827,014
olumbia	62,217,401
harleston	48,677,862

S. C. Emp. Sec. Com., 1950

AKE IT YOURS WITH
WFBC 5000 WATTS
[illegible]

For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

Robert Mathews

FUNERAL services for Robert Mathews, 37, CBS Television Hollywood production facilities manager who died Aug. 27 following a major operation, were to be held last Thursday at American Martyrs Church, Manhattan Beach, Calif. His widow and three children survive.

BLOOD DRIVE

Network Times Scheduled

NETWORK commitments for radio-TV kickoff of the Armed Forces Blood Donor Program next Monday (Sept. 10) were announced by the Dept. of Defense Office of Public Information last Thursday.

Tentative schedule calls for radio playback of the 15-minute taped program on ABC, 10:15-30 p.m.; CBS and MBS, 11:15-30 p.m., and NBC, 11:30-45 p.m., all EDT. On television, ABC-TV plans to carry the film version from 8:30-45 p.m. and DuMont TV Network, 8:15-30 p.m. NBC-TV and CBS-TV schedules were undetermined Thursday.

The special salute was prepared simultaneously for radio and television broadcast, and features messages from Gen. George C. Marshall, Secretary of Defense; Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Gen. Matthew Ridgway, UN Far Eastern Commander.

The program will launch a year-long campaign to raise 2,800,000 pints of whole blood and plasma for the armed forces, and enjoys the cooperation of The Advertising Council and NARTB. A continuing series of network spots and special shows, plus local station coverage for community tieins, will follow up the network premier [BROADCASTING • TELECASTING, Aug. 20].

milestones

► NBC will mark its 25th year of incorporation as a network on Sept. 9, 67 days before it celebrates the "silver anniversary" of the first NBC network broadcast, November 15, 1926. Silver jubilee of the network is being observed from June continuing through November.

* * *

► Bill Henry, newscaster for MBS, celebrated his 28th year on the air Aug. 21.

* * *

► Ida A. Kohlhass, member of KDKA Pittsburgh's auditing department, celebrated her 27th year with the Westinghouse station Aug. 15.

* * *

► Columbia Pacific *Meet the Missus Varieties* last month celebrated its seventh year on the air. Harry Koplan, who first joined the show at its inception as an assistant producer, is now producer-m. c. of the audience-participation program.

* * *

► Radio director for the Roosevelt Hotel in New Orleans, Charlie Lake, is a 20-year man in the business of radio. First "paid" job was Sept. 1, 1931, at KOY Phoenix. For the past eight years with Roosevelt's radio department, Mr. Lake is only 38 years old.

"MOO-LA" Buys Your Beverages IN WISCONSIN

AND HERE'S HOW . . . WITH *KOW

It's the knack of knowing "how" that makes the difference . . . how your product can get its share of Bossy's "moo-la." There's a half-billion dollars' worth of milk checks that will be spent this year. And WKOW will reach these customers in America's rich dairyland.

HERE'S HOW TO GET RESULTS
W*KOW-CBS
MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!

"Plus" listening area delivered daily by WKOW programming
WKOW daytime 0.5mv m contour

1070 K. C.

Represented by
HEADLEY-REED COMPANY

WISCONSIN'S MOST POWERFUL STATION
WKOW CBS

THE ONLY

*50,000

WATT

INDEPENDENT

STATION

IN THE SOUTH

"The Dixie Dynamo"

WINZ

940 K.C.

FORJOE & CO.

National Representatives

As the largest independent station below the Mason-Dixon and centered in America's most rapidly expanding market (22nd in U.S.) WINZ today mirrors a grand **opportunity walking in your door.**

It will double the effect of the smallest advertising budget . . . It is an imposing sales advantage for BETTER TIME — or MORE TIME—or MORE POWER—or NEW MARKETS — or GREATER MARKETS.

WINZ

940 K.C.

MIAMI

MIAMI BEACH

304 Lincoln Road

HOLLYWOOD

Hollywood Beach Hotel

*50,000 Daytime, 10,000 Nightime Now Under Construction

CBS MORALS CLAUSE

Arbitration Favors RWG

DEFEAT of CBS attempts over the past year to insert a morals clause in writers' agreements with the network was ruled last week by the American Arbitration Assn., in proceedings brought by the Radio Writers' Guild. Since CBS agreed to arbitration in its initial contract with the guild, the decision is final.

The CBS clause, considered to have been the network's reaction to *Red Channels* listings, stipulated that contracts could be terminated any time an artist committed "an offense involving moral turpitude . . . or which might tend to bring the artist into public disrepute, contempt, scandal or ridicule or which might tend to insult or offend the community . . . or tend to reflect unfavorably upon CBS, the sponsors, or their advertising agencies or injure the success of the program."

Quotes Arnold

Majority opinion, written by Louis Gannett, writer and critic, and Dr. Harold Taylor, head of Sarah Lawrence College, quoted Matthew Arnold that "Art is a criticism of life." Stating that in the Western democracies in 1951 a creative writer is generally understood to be some one who tells the truth, the opinion said, "it is difficult to see how a writer could avoid tending to offend some segment of the community by what he creates, even apart from other 'acts or things' which he may commit 'at any time,' since this must obviously include what he does in his leisure hours of conversation, study, experience or action, in which the creative process ferments."

RWG, contending that the morals clause violated the spirit of their agreement with the network signed in 1947, initially sought arbitration through the joint adjustment board. CBS, contending that the clause was an outside argument not pertinent to the original pact, first sought a stay of arbitration from the State Supreme Court and later appealed their negative decision. The five-judge appellate court unanimously ruled that the question was one for arbitration, clearing the way for argument, which was heard last May.

Dissenting opinion in the arbitrators' 2-1 decision was written by Attorney Albert M. Gilbert.

The decision retained for CBS the right to delete offensive material from scripts.

NATIONAL NIELSEN* RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

REGULAR WEEK JULY 15-21, 1951

Current Rank	Programs	Current Ratings Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		**(3.8)**
1	Romance (CBS)	7.4
2	Walter Winchell (ABC)	6.9
3	Dragnet (NBC)	6.4
4	Godfrey's Talent Scouts (CBS)	6.2
5	Guy Lombardo Time (MBS)	5.8
6	Big Town (NBC)	5.7
7	Screen Directors Playhouse (NBC)	5.7
8	Mario Lanza Show (CBS)	5.2
9	Broadway Is My Beat (CBS)	5.2
10	Hollywood Star Playhouse (ABC)	5.1
EVENING, MULTI-WEEKLY (Average for All Programs)		**(2.1)**
1	One Man's Family (NBC)	4.4
2	News of the World (NBC)	4.2
3	Lone Ranger (ABC)	3.7
WEEKDAY (Average for All Programs)		**(3.6)**
1	Ma Perkins (CBS)	6.7
2	Romance of Helen Trent (CBS)	6.7
3	Big Sister (CBS)	6.4
4	Wendy Warren and the News (CBS)	6.1
5	Arthur Godfrey (Liggett & Myers) (CBS)	6.0
6	Our Gal, Sunday (CBS)	5.8
7	Rosemary (CBS)	5.6
8	Pepper Young's Family (NBC)	5.5
9	Aunt Jenny (CBS)	5.4
10	Young Dr. Malone (CBS)	5.4
DAY, SUNDAY (Average for All Programs)		**(1.6)**
1	True Detective Mysteries (MBS)	3.5
2	Phil Regan Show (CBS)	2.7
3	Martin Kane, Private Eye (NBC)	2.4
DAY, SATURDAY (Average for All Pro-) grams)		**(4.4)**
1	Stars Over Hollywood (CBS)	6.6
2	Armstrong Theatre (CBS)	6.4
3	Cedric Adams (CBS)	5.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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PROMOTE FM

Asheville Meet Sept. 5-6

MEETING of FM broadcasters in North Carolina to discuss means of promoting manufacture and sale of FM sets will be held Sept. 5-6 at Mt. Mitchell and Asheville, N. C.

Barbecue and inspection trip is scheduled Sept. 5 atop Mt. Mitchell, with WMIT (FM) as host. WMIT returned to the air July 1 after having been silenced in April 1950. The station will soon be operating with 325 kw power, according to W. Olin Nisbet Jr., president. Jack Erwin, Zenith distributor in Charlotte, is vice president.

Comdr. E. F. McDonald Jr., president, and Ted Leitzell, public relations director, Zenith Radio Corp., have been invited to the two-day session, along with Zenith distributors and dealers. All FM broadcasters will be welcomed.

Business meeting will be held Sept. 6 at the George Vanderbilt Hotel, Asheville.

WCCO PACKAGE

AM, Stage Shows Bought

A TRAVELING weekly stage show and a half-hour Sunday radio program over WCCO Minneapolis-St. Paul have been purchased by the Northern States Power Co. Both will star Cedric Adams, WCCO newscaster and radio personality.

A "Home Town Social" show, with a troupe of five variety acts, will be given in a different town or city of the area each week. The show includes music, comedy and local appeal and is climaxed by a broadcast of Mr. Adams' *Nighttime News*. The stage show, free to inhabitants, will be sponsored by the local Northern States Power Co. manager.

On the following Sunday, Mr. Adams narrates the story of his visit to each "home town" at 1-1:30 p.m. The program, *Your Home Town*, also will include portions of interviews with local personalities recorded during the evening stage show. Show was premiered Aug. 26 after heavy promotion.

Litvin Burial

DR. PHILIP LITVIN, husband of FCC Examiner Fanney Neyma Litvin, was buried Aug. 30 at A lington National Cemetery, follow ing funeral services that mornin Dr. Litvin's body was found Au 24, four days after he drowne while vacationing with his wife i Montana [BROADCASTING • TEL CASTING, Aug. 27].

S. W. GROSS, president Tele-To Radio Corp., announces million-doll defense order for production of tel phone-telegraph signal units. Co tract is prime agreement with U. Army Signal Corps.

Mr. Sam Margulis
Shaffer-Brennan-Margulis Adv. Co.
St. Louis, Missouri

Dear Sam:

Overheerd a hen party t'other nig right after they'd heerd a speech on worl affairs. Durn near ever on there sed the kept up o thin's by li senin' ter t news . . . o WCHS! Now Sam, one o th' reasons wh WCHS ou does 'em al in southern an central. Wes V'irginny i th' fack tha it has th' bes durned new coverage o all level F'rinstance, a six p. m. whe WCHS give a news round up it has t percent o' th audience, a they's five st tions in tow Then wh Lowell Thoma comes on th WCHS perce is 72! Y

IN
CHARLESTON
WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

Sam, folks reely lissens ter WCHS an' don't fergit, these Hooper figur is jest fer th' city area. They don include th' big hinterland covered 'm 'scusively by WCHS 5000 watts!

Yrs.
Algy

WCHS

Charleston, W. Va

RADIO EMPHASIS

In Journalism Stressed

GREATER emphasis on radio journalism instruction was urged by Prof. Mitchell V. Charnley, U. of Minnesota, in a report to the Council on Radio Journalism, which met Aug. 27 at the U. of Illinois, Champaign, Ill.

The council agreed to change its name to Council on Radio-Television Journalism Inc. The action will be submitted to the 1952 meeting, slated during the NARTB convention.

Baskett Mosse, Northwestern U., was elected council chairman succeeding Floyd K. Baskette, U. of Colorado. Robert K. Richards, NARTB public affairs director, was re-elected secretary-treasurer. Karl Koerper, KMBC Kansas City, who has left the broadcasting business, [BROADCASTING • TELECASTING, Aug. 27], resigned. Ben Chatfield, WMAZ Macon, Ga., and president of the National Assn. of Radio News Directors, was elected a member under the automatic provision covering NARND.

Prof. Charnley's report urged more attention to teachers clinic and a study of procedure covering accreditation of journalism schools.

Amend By-laws

By-laws were amended to increase membership from 10 to 12. The council was formed in 1945 by NARTB and the Assn. of Accredited Schools and Depts. of Journalism. It maintains an internship program by which radio journalism teachers spend the summer serving in radio newsrooms.

Attending the Monday meeting were Arthur M. Barnes, State U. of Iowa; Prof. Baskette; Prof. Charnley; Mr. Koerper; Prof. Mosse; Messrs. Chatfield and Richards. Terms of William Brooks, NBC, and Edward Breen, KVFD Ft. Dodge, Ia., expire this year. Vacancies will be filled by President Harold E. Fellows, of NARTB.

RCA Tube Dept. has announced low-priced all-electronic vacuum-tube Junior Voltohmyst meter. It is designed to meet service technicians' demands for low-priced voltohmeter capable of measuring AC volts and DC volts, and resistance in five different ranges.

THE LITTLE STATION WITH THE BIG WALLOP! WMAM
REP. BY HAL HOLMAN CO.
MARINETTE, WISCONSIN.

air-casters

HAL DAVIS, radio and advertising executive, appointed program director KING Seattle. **GRANT MERRILL** appointed production manager.

Mr. Brennan

BILL BRENNAN, producer - writer KTSL (TV) Los Angeles named program director. He replaces **CECIL BARKER,** who recently resigned to become TV program and production director ABC Western Division.

LISLE F. SHOEMAKER, night manager Los Angeles office United Press, appointed promotion manager KFMB-AM-TV San Diego.

SY MILLER, script writer, and **CAL REED,** floor manager KLAC-TV Hollywood, named producer and director, respectively, of KLAC-TV *Hollywood On Television*.

JOHN TILLMAN, chief announcer and newscaster WPIX (TV) New York, received second 1951 Community Service Award given by Veterans of Foreign Wars on his *Televiews the News* Aug. 23. He was cited for "the outstanding cooperation he has unstintingly given through his television programs to a wide variety of community endeavors."

BILL GORDON, program staff WGTM Wilson, N. C., appointed program director. Mr. Gordon was with WAYN Rockingham, N. C., and WEAT Lake Worth, Fla.

Mr. Gordon

RICHARD ROSS, announcer KIRO Seattle, father of girl, Kimberly.

BROOKS READ, assistant program director LBS, appointed network production supervisor. Mr. Read was general manager WNAT Natchez.

WALTER LEWIS, program director and chief announcer WTNJ Trenton, N. J., to WHLI Hempstead, N. Y., as member of announcing and production staff.

MAX BAER, former world's heavyweight boxing champion, and noted entertainer, starts weekly disc jockey show on KFBK Sacramento, Calif.

JIM LOWE to NBC Chicago as vacation relief announcer. He was with WBBM Chicago and WIRE Indianapolis.

JACK ANGELL, newsman **NBC Chicago,** father of daughter, Rosalind, born Aug. 16.

PAT FITZGERALD, disc jockey WNOK Columbia, S. C., father of boy, Patrick Francis.

JEFF SCOTT to WFIL Philadelphia, as disc jockey.

BETTY YEAGER, WIP Philadelphia, and James Mossimo, married.

BILL WRIGHT, announcing staff WONE Dayton, to WIP Philadelphia, as summer replacement on announcing staff.

HOWARD J. SILBAR, promotion director WOOD Grand Rapids, Mich., father of daughter, Jean Claire.

TED MEADOWS, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KFSD San Diego.

CY HARLEY, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KITO San Bernardino, Calif.

WILLIAM HUDDY, recent graduate, Don Martin School of Radio & TV Arts & Sciences, Hollywood, to KOOL Phoenix.

BOB CUNNINGHAM, Chicago writer, producer and announcer, now handling agency contact and sales work Universal Recording Corp., same city.

SID GARFIELD to CBS Radio Network Sept. 10, as director of exploitation. He was eastern publicity and advertising director Samuel Goldwyn Productions.

JANET WILLIAMS, personnel department NBC New York, to continuity acceptance department NBC Chicago.

GUY WALLACE, program manager WFDR (FM) New York, resigns to join Radio Free Europe as executive producer.

RICHARD L. CASS, promotion department MBS Central Div., and Mart Steuart, Chicago *Tribune*, married, Aug. 25.

JOHN KERRICK and **TOM LEE,** graduates Don Martin School of Radio & Television Arts, L. A., to KYUM Yuma, Ariz. **ANDRO DARCO,** Don Martin graduate, to KOAL Price, Utah. **OSCAR SEMONES,** graduate, to KBIS Bakersfield, Calif.

VINITA HINDERT to production department KWK St. Louis.

JANE KORTE to music department WCKY Cincinnati.

News . . .

TOM HARMON, sports director KNX-KTSL (TV) Hollywood, starts five-weekly five-minute *Tom Harmon's Sports Taps*, resume of daily sports events, on KNX Hollywood. Bank of America, S. F., sponsors program.

WALTER MURPHY, director of press department Columbia Records Inc., appointed manager of magazine division of press information CBS Radio Div. He will assume his new duties Sept. 10.

Mr. Murphy

ART WELSH, reporter CJOR Vancouver, resigns to become Vancouver school teacher.

ANN M. CORRICK, newswoman, TransRadio, appointed chief of staff, Theodore Granik's *American Forum of the Air*, effective Sept. 4.

WCFL-AFRA TALKS

Resume as Recess Ends

NEGOTIATIONS between WCFL, Chicago Federation of Labor station, and American Federation of Radio Artists (AFRA-AFL) on wage increases will be resumed this week after a one-week recess petitioned by CFL President William Lee.

The announcers' union is seeking higher wages for its eight WCFL staff announcers, as well as free-lancers, and wants the minimum weekly wage increased from $114.35 to $135, in line with that paid to the "big five" stations in Chicago. AFRA's old contract at WCFL, an independent, expired Oct. 31 last year.

The labor station is also having wage problems with the International Brotherhood of Electrical Workers (AFL), Local 1220, which seeks higher wages on a new contract. Its old one expired 11 months ago, and members reportedly were ready to issue a strike vote until management offered a $5 general increase for engineers and technicians. This proposal is being studied now.

AFRA's dispute with WGN continues unsettled as two arbitrators, one representing each group, attempts to find a third person amenable to both. The AFRA contract has more than a year to go.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	390,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,310
Station B	390,330
Station C	307,990
Station D	295,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DuMONT SEES
Great Electronic Rise

PREDICTION that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 87th Annual convention, Theta Xi Fraternity, told his audience that almost all phases of military operations utilize electronic devices and asserted that "superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an upswing in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season. Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' *Vaughn Monroe Show* Sept. 1 went off the air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. newscast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

allied arts

HAROLD J. BOCK, manager NBC West Coast TV operations until he joined Foladare & Greer, Hollywood, publicity and public relations firm, in an advisory capacity few months ago, made associate of firm. Concurrently firm name has been changed to Foladare, Greer & Bock. Before being named to most recent NBC post, one which he held for two years, Mr. Bock was for 15 years director of publicity and public relations for NBC's Western Div. Public relations firm handles radio packages and TV films, in addition to motion picture, and commercial accounts and personalities.

Mr. De Angelo

CARLO De ANGELO elected presi- vision activities for Emil Mogul Co. Inc., including new and McCann-Erickson agencies. Company has contracted to handle all tele- ment firm. He was with Compton Adv., Sherman & Marquette, N. W. Ayer, dent Productions for Television Inc., package production-talent manage- half - hour show scheduled for ABC-TV this fall.

THEOBOLD HOLSOPPLE, RKO-Pathe and Pine-Thomas staffs, to Jerry Fairbanks Productions, Hollywood, as studio art director.

RUDY FLOTOW, Columbia Pictures producer, to Revue Productions, L. A., as producer on *Stars Over Hollywood* half-hour TV film series currently being sponsored on NBC by Armour & Co. He replaces **SHERMAN HARRIS,** who joins TeeVee Film Co., L. A.

REV. ALBERT J. BARRETT named head of consolidated department of communications arts at Fordham U. He will be in charge of television production courses, given in association with CBS-TV, and of student training for WFUV-FM, university's station, in addition to university theatres and newspaper.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WESC Greenville, S. C.

DICK MOORES has withdrawn from Illustrate Inc., with his interest being purchased by two remaining partners, **DON DEWAR,** president, and **JACK BOYD.** Mr. Boyd will absorb Moores' duties.

JERRY ALBERT, national director of advertising and public relations United World Films, N. Y., resigns to devote more time to TV program production company he recently formed in association with **WILLIAM HOLLAND,** president of Hyperion Films. Company, Holbert Productions, will start shooting its first films series, *Rackets Are My Racket,* early next month.

FRED R. HAVILAND Jr., senior associate Stewart, Dougall & Assoc., N. Y., market research and management consulting firm, to Minneapolis-Honeywell Regulator Co. in executive capacity.

WYNN NATHAN, United Television Programs, N. Y., resigning to return to West Coast. His future plans will be announced shortly.

BILL WOLFF, program director WKNK Muskegon, Mich., now on leave with Armed Forces, appointed to news-anouncing staff American Forces Network headquarters, Frankfurt, Germany.

Equipment . . .

Mr. Haines

EUGENE F. HAINES, assistant treasurer RCA Victor Div., retires after 50 years with division and predecessor companies.

E. P. VANDERWICKEN, director, vice president and treasurer York Corp., York, Pa., appointed vice president and treasurer Motorola Inc., Chicago. He succeeds **GEORGE R. MacDONALD,** who retires in December.

BARTON K. WICKSTRUM, general sales manager of Lighting Div., Sylvania Electric Products, elected vice president and director of sales. He succeeds **ROBERT H. BISHOP,** recently resigned to become vice president E. F. Drew & Co., N. Y. **CHARLES A. BURTON,** lamp sales manager for Sylvania, succeeds Mr. Wickstrum.

RCA announces publication of *Ultra High Frequency Fundamentals,* latest booklet in company's electronic series. New manual prepared as technical aid for UHF training and installation, operation and maintenance of UHF electronic equipment.

BERNARD HECHT, RCA Victor, Camden, named general manager Starrett Television Corp., N. Y.

LOUIS M. ROBB, tube divisions General Electric, Schenectady, appointed district tube representative in central and northern California. He will make headquarters in San Francisco.

M. J. YAHR, sales staff engineering product dept., RCA, appointed manager of RCA sound products sales group, for department.

DAVID HARRIS
Veteran Program Dir. Dies

DAVID H. HARRIS, 41, veteran radio program director, died Aug. 25, in New York after a brief illness.

Mr. Harris

Burial was Wednesday morning at Rosehill Cemetery, Linden, N. J. A Requiem Mass was held Friday morning at St. Elizabeth's Church, New York.

Entering the business world as production director of F. K. Glew Advertising Co., Grand Rapids, Mr. Harris in 1932 became production manager of WOOD-WASH Grand Rapids, remaining there until 1940, when he assumed charge of production and traffic for WXYZ Detroit and the Michigan Radio Network.

In 1942, he became program-production manager of WTAG Worcester, where he produced the *Worcester and the World* series which won for the station the Peabody, duPont, and other awards for 1944.

In 1945, Mr. Harris was appointed program director of WOL Washington. The following year he was made program director of the New York State Radio Bureau in Albany, remaining there until 1948, when he joined WFDR (FM) New York. In recent months he was associated with Chare Productions, New York.

BMI Sept. Clinics

BMI will hold three program clinics in the East during September, Glenn Dolberg, BMI director of station relations, announced: Sept. 17 in Augusta, Me., the following day in Boston, and the 20th in Rochester.

TONY LaFRANO, director of operations, Don Lee Broadcasting System, Hollywood, named broadcasting representative on Southern California executive committee of second Crusade for Freedom by Gen. Frank S. Ross, local chairman.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

COLD, COLD HEART

On Records: Tony Bennett—Col. 39449; Tony Fontane—Mer. 5693; Hank Williams—MGM 10904.

On Transcriptions: Leon Payne—Langworth.

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

New Business

(Continued from page 14)

rator of dramatic series, *Crime Syndicated*, over CBS-TV Tues. 9-9:30 p.m. starting Sept. 18. Agency: Kudner Inc., N. Y.

PURE OIL Co., Chicago, renews H. V. Kaltenborn and *Pure Oil News Time* three days weekly on NBC from Sept. 3 through Leo Burnett, same city. Pure Oil sponsors Mon.-Wed.-Fri. segments. Richard Harkness handles Tues. and Thur. commentaries.

ANHEUSER-BUSCH INC. (Budweiser beer), St. Louis, resuming its sponsorship of *Ken Murray Show* over CBS-TV, Sat., 8-9 p.m. beginning Sept. 8. Agency: D'Arcy Adv., St. Louis.

GENERAL FOODS Ltd., Toronto (various products), Sept. 9 to June 2, sponsoring *Father Knows Best* on 39 Dominion Network stations, Sun. 5:30-6 p.m., changing from Trans-Canada Network Sun. 8-8:30 p.m. Agency: Baker Adv. Ltd., Toronto.

LEVER BROS. Ltd. Toronto (margarine), Sept. 10 starts unnamed program to June 6, on 33 Dominion Network stations, Mon.-Fri. 10:45-11 a.m. Agency: Young & Rubicam Ltd., Toronto.

BULOVA WATCH Co. Ltd., Toronto, has purchased *Red Skelton* transcribed show from All-Canada Radio Facilities, Toronto, for use by local dealers on local radio stations.

Agency Appointments • • •

H. E. PLINER SHOE Co., Phila. (women's and children's shoes), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.

COPPER BRITE Inc., L. A. (Copper Brite liquid cleaner), appoints Davis & Co., L. A., to handle advertising. National campaign planned utilizing TV film spots in all major markets.

BUCKEYE BREWING Co., Toledo, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

COCHRAN FOIL Co., Louisville, Ky. (household, industrial and institutional products), names Compton Adv., N. Y., to handle advertising and merchandising of all of company's products.

CENTRAL CHEVROLET Co., L. A. (dealers), appoint Hunter, Patterson & Scott Adv., L. A., to handle advertising. Radio and TV solely will be used. **Bill Hunter** is account executive. **DULANE MFG. Co.**, L. A. (Fryryte and Butteryte), names same agency to handle advertising for 11 Western states. Firm currently utilizing approximately 10 spots daily on about six TV stations in that area, with further TV and radio plans in offing. **Harry Patterson** is account executive.

WESTCHESTER PLASTICS Inc., Mamaroneck, N. Y., names Grant & Wadsworth Inc., N. Y., to handle its advertising.

Adpeople • • •

GENE McMASTERS, assistant advertising manager the Denver Chemical Mfg. Co. Inc., N. Y., appointed advertising manager.

JACK HARGER, account executive **Wank** & Wank Adv., S. F., to Cutter Labs, Berkeley, as advertising manager.

FRED R. McBRIEN appointed vice president and sales manager Bristol-Myers Co. of Canada Ltd., Windsor. He will be in charge of advertising.

J. M. TESSIER appointed Quebec advertising manager Robin Hood Flour Mills Ltd., Montreal.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
WBAL

'Bright Star' Sales

FREDERIC W. ZIV Co. reported its new syndicated disc series, *Bright Star*, sold for broadcast in 147 cities during the first two weeks of the selling effort, ending Aug. 30, well ahead of the schedule which sets a goal of 450 cities by Sept. 30.

EMERSON STOCK

Sets Employe Option Plan

EMERSON Radio & Phonograph Corp. last week announced that its board of directors had authorized a restricted stock option plan for key employes of the corporation, with no more than 100,000 shares of unissued capital stock to be available under the plan. Authorization is subject to approval of the stockholders.

Board members, Ferdinand Eberstadt, Richard C. Hunt and George H. Saylor have been named to pass upon qualifications and to select employes to participate in the program. It was made known by Emerson that Benjamin Abrams, president, and Max Abrams, secretary-treasurer, will not participate in the plan.

At the same time, Emerson and its subsidiaries announced a consolidated net profit (before provision for federal income and excess profits taxes) of $5,762,716 for the 39 week period, ended Aug. 4, 1951, as compared with consolidated net profit (before taxes) of $6,040,120 for the same period in 1950.

Consolidated net profit for the 39 week period ended Aug. 4, 1951, after taxes, was reported by Emerson as $3,039,943, equal to $1.57 per share on 1,935,187 shares outstanding. For the same period ended August 1950, after taxes, Emerson reported $3,559,827 equal to $1.84 per share on the same number of shares.

RCA Institute

TOTAL of 178 students were graduated last month from RCA Institutes Inc., one of the oldest technical training schools in America, at commencement exercises held in New York. Maj. Gen. George L. Van Deusen, president of RCA Institutes, reported that during the past year, more than 96% of the school's graduates had found employment in radio, television, or electronics. "At least 100 men in our August class have accepted positions prior to graduation."

Miss Truman To Sing

MARGARET TRUMAN'S singing of "God Bless America" will cap the all-star *Irving Berlin's Salute to to America*, a full-hour program of the composer's music to be aired over NBC-TV Wednesday, Sept 12, 8 p.m. Red Cross Shoes will sponsor the all-star revue, which marks the TV debut of Mr. Berlin, who also is producing and directing the program. The performance will be Miss Truman's first since her recent trip abroad.

RETAIL SALES

Commerce Survey New Eng.

RETAIL sales of independent radio, furniture and other house goods dealers dropped off 10% in Boston for the first seven months of 1951 as compared to a similar period last year, but jumped 5% each in Providence, R. I., and Hartford, Conn., a Commerce Dept. New England survey showed last week.

The radio-furniture-household retail group showed a sharp drop of 31% in retail sales for July 1951 compared to the same month last year, and a 10% decrease off the pace for June. In Providence and Hartford, July '51-July '50 and July '51-June '51 comparisons also showed drops ranging from 5% to 1%. Hartford recorded a monumental slump of 48% for the group during July '51 as against June '51 figures.

The survey did not break down the group into different categories, such as for a similar study of New England counties. In this instance, comprising Suffolk, Providence and Hartford counties, radio-household appliances dealers reported a sharp 25% increase in retail sales for July over June 1951 and a 42% drop in the July '51-July '50 comparisons.

BASEBALL game in Los Angeles between Los Angeles Rams and Chicago Bears recorded by Armed Forces Radio Service for broadcast to servicemen overseas.

CORNY?
WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
WIBW The Voice of Kansas in TOPEKA

Advisory Board

(Continued from page 23)

came up during a hearing at the suggestion of Sen. Johnson with the support of Sen. Benton. That hearing, July 18, featured testimony by Chairman Coy on a host of subjects, chief among them the freeze and educational television [BROADCASTING • TELECASTING, July 23].

Subsequently, an FCC advisory opinion, authored by the then acting general counsel, Max Goldman, was sent to Sen. Johnson. It indicated that FCC thought Congress should enact a law if it desired the Commission to require commercial broadcast stations to devote a specified percentage of their time to educational programs [BROADCASTING • TELECASTING, July 30].

Mr. Goldman then said that FCC does not have this authority clearly defined.

However, Chairman Coy last week sent a new letter and an additional memorandum, written by FCC General Counsel Ben Cottone, expressing quite a different viewpoint.

In the new memorandum, Mr. Cottone points out that the Goldman memorandum "quite accurately sets out the past attitude of the Commission on the question of the *desirability* of prescribing specific percentages of time for educational or other uses in the broadcast services."

Utica Resolution

UTICA College of Syracuse U. (branch of university located at Utica, N. Y.) has sent to the Senate a resolution adopted by its board of regents supporting the proposed construction of a network of educational TV stations in New York state "as an aid to education." It was referred to the Senate Interstate & Foreign Commerce Committee. Syracuse U. is noted for developing the so-called Syracuse U. Plan featuring cooperative operation between the university and WSYR Syracuse, a commercial station.

He said he also thought that "the considerations adduced in that memorandum for the conclusion that clarifying legislation is desirable are considerations of policy and not arguments establishing want of legal authority."

But because FCC thus far has not believed it desirable that, in the public interest such action be taken "it cannot be inferred that the Commission lacks authority to take such action under circumstances where it could find, as a matter of policy, that the public interest would be served."

Mr. Cottone pointed out that Congress' clarifying legislation would be useful only as an expression of Congressional "belief that circumstances now warrant the exercise of the authority . . ."

The section of the Communications Act (Sec. 326) dealing with censorship, Mr. Cottone said, is no bar to the authority of FCC to fix a percentage of time, for "in doing so it is merely specifying classes of stations for which it will issue licenses, and the nature of the service to be rendered as authorized by Sec. 303 . . ." [Sec. 303(b) gives the Commission authority to classify stations and directs it to encourage larger and more effective use of radio in the public interest.]

Chairman Coy, in commenting on Mr. Cottone's memorandum, said he was "especially impressed with his [Mr. Cottone's] observation that the question of statutory authority to allocate percentages of time for educational programs must be kept separate from the policy question of the desirability of making such an allocation."

Chairman Coy said:

> **I have also given further thought to Mr. Cottone's view that the censorship prohibition of Sec. 326 does not preclude the exercise of authority to make a percentage allocation of broadcast time for educational programs. I am impressed with the point which he makes that in setting up classes of stations, especially in the non-broadcast services, the Commission prescribes the type of communications for which a particular service is available.**
>
> **I do not think that I would agree that when the Commission provides that commercial programs may not be carried on a non-profit educational station or that entertainment may not be presented on taxicab frequencies, such action is censorship in violation of Sec. 326 of the Act.**
>
> **In that light, I would now draw a distinction between Commission action in prescribing the nature and content of individual programs, or otherwise intervening in the presentation of individual programs, and in prescribing a general type of service.**

Chairman Coy noted, however, that the policy problems involved "are of the most formidable kind, and I have real doubt as to the desirability" of devoting a specified percentage of broadcast time to educational programs.

Foremost difficulty, Chairman Coy emphasized, was an "adequate definition of the term 'educational' program." Educational may be entertaining and vice versa, he explained. Up to now, the FCC has left initial responsibility on the entire problem with the individual station licensee, "acting in the light of his knowledge of local conditions and his practical experience," Chairman Coy concluded.

Meanwhile, Sen. Benton spoke on the floor of the Senate last Monday on the question of educational television and his projected citizens board for the broadcast media.

Again, Sen. Benton announced that "Mr. Wayne Coy has notified me that he is in accord with the bill [to create the board]." The Senator had stressed Chairman Coy's reported agreement to the Senate earlier in August when presenting his revisions in the Senate.

Cites Tideland Rights

During his talk to the Senate, the Connecticut Democrat likened the allocation of television frequencies to the tideland oil rights, saying: "In my own judgment, at least, these frequencies are a more valuable national asset than the tideland oil."

His comments came while introducing for the record his article, "Television With a Conscience," which appeared in an August issue of the *Saturday Review of Literature*.

In the article, Sen. Benton developed four main avenues of action in order to save television from "commercialization and trivialization" as he expressed the alternative to using channels "in the interest of the American people."

These four narrow down to (1) the fixed percentage time idea, (2) the pay-as-you-go system or subscription telecasting, (3) the operation of TV stations by educational institutions and (4) the establishment of the advisory board "with annual recommendations to the FCC, the Congress and the public."

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

* * *

Sept. 5-6: Hearing on Benton Bill to create National Citizens' Advisory Board on Radio and TV. Senate Interstate & Foreign Commerce Subcommittee. Open. 10 a.m. U. S. Capitol, Washington.

Sept. 6-7: NARTB TV Board Meeting, Cavalier Hotel, Virginia Beach, Va.

Sept. 6-8: Georgia Assn. of Broadcasters, Summer Meeting, King & Prince Hotel, St. Simons Island, Ga.

Sept. 8-9: Midwestern Adv. Agency Network, quarterly meeting, Bismarck Hotel, Chicago.

Sept. 12: UNESCO Special TV Working Panel Group, Office of the U. S. Mission to UN, 2 Park Ave., New York.

Sept. 14-15: Seventh District Meeting, Advertising Federation of America, Hotel Peabody, Memphis.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission, Trade Practice Conference for Radio-TV Industry, Second Session, 10 a.m., National Archives Bldg., Washington.

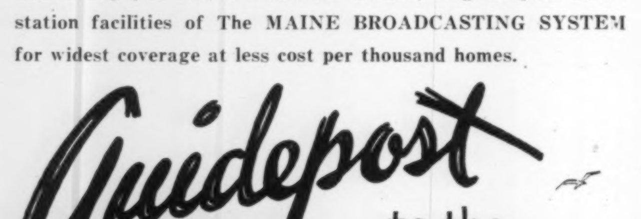
Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

There's a lot of space to grow in the Pine Tree State . . . plenty of elbow room between population centers.

NATURALLY, RADIO SERVES MAINE BEST BUT—
NO ONE STATION SERVES ALL MAINE RADIO HOMES.

That's why you need the first-established, long-accepted three-station facilities of The MAINE BROADCASTING SYSTEM for widest coverage at less cost per thousand homes.



WCSH Portland | **WRDO** Augusta | **WLBZ** Bangor

Represented by
Weed & Company Nationally
Bertha Bannan New England

ther Fuldheim (seated) briefed ughter Fuldheim just prior to taking off for London. ➤

REDITS WATV

ep. Rodino Cites Programs

NGRATULATING WATV (TV)
ark on its first year anniver-
y in programming *Federal Af-*
s Forum, a New Jersey Con-
ssman has credited the station
taking "the lead in producing
cational programs."

n the Aug. 17 *Congressional*
ord, Rep. Peter W. Rodino Jr.,
Democrat, said "at the present
e we are hearing a great deal
ut educational television and
e fact that so few television pro-
ms have a serious informational
tent." WATV's programs, in-
ing *Know Your State,* are
mples of "civic functions that
ill a great need on the part of
r citizens," he said. "Only with
dership like this in our radio
d television stations can we here
Congress be assured that our
izens are being fully informed
ough all modern media of com-
nications."

he forum program features in-
views with members of Congress
d of government by college
dents from the metropolitan
a.

imal Talent

LIVESTOCK and pets were stars on their own show series via TV in Milwaukee fortnight ago as the American Veterinary Medical Assn. met for a four-day convention. Four hour-long closed circuit telecasts originated from Milwaukee Auditorium with cows, horses, pigs, dogs and cats appearing in medical demonstrations for 2,700 veterinarians. They watched clinical techniques on two 6-by-9-foot screens a floor above the origination site. The telecasts, believed to be the first ever involving animal surgery, included demonstrations of anaesthetizing so that animal operations can be performed painlessly; cattle disease tests, and autopsies on poultry to ascertain the diseases causing death. Equipment was installed in cooperation with WTMJ-TV Milwaukee.

WEWS SHIFT

Daughter Subs for Mother

WHEN Dorothy Fuldheim, news commentator for WEWS (TV) Cleveland, left for a tour of European capitals, her place was taken by Dorothy Fuldheim.

Daughter Fuldheim is taking the air for her mother, regular WEWS commentator, who is taking to the air for her trans-oceanic tour.

Mrs. Fuldheim, during a two-week, 17,000-mile trip, planned to interview important personages in London, Paris, Berlin, Rome and Madrid. While she was away, Miss Fuldheim will serve as her substitute on the Duquesne Brewing Co. news program, *Highlights of the News.*

No stranger to a microphone, Miss Fuldheim has conducted her own TV newscasts. At one time she competed for audience by appearing on FM newscasts while her mother was doing her regular TV stint.

CITES TV THREAT

At Publishers' Meeting

TELEVISION was depicted as a threat to the printing and publishing business fortnight ago at the annual convention of the International Photo-Engravers Union of North America (AFL).

Chairman J. B. Fisher of the Gravure Printers Negotiation Committee told the delegates in New York that TV's growth already has upset the advertising market of the publishing field, and warned that the effect of 16 million sets in use by 1952 would be to "take advertising dollars locally as well as nationally." Advertising money which otherwise would be allocated to the publishing industry, he said, is going at least in part to television.

PRODUCTION FIRM

Set Up for TV in Houston

ORGANIZATION of a TV production firm, Montrose Studios, Houston, to turn out spot announcement cartoons, shorts, features and other material has been announced by Bill Wilson, account executive at KCOH Houston, who will head up sales and promotions for the new firm.

Production schedules designed to produce material for KPRC-TV Houston and other TV outlets, with the eventual lifting of the freeze, are now being mapped, according to Mr. Wilson. Organization will comprise staffs for makeup and dance numbers and include two cameramen and film editors, a director to handle scripts and production, and a business manager. Firm will be located at 4401 Montrose Blvd., Houston.

KLAC-TV Hollywood has completed construction of its new art stage unit, erected at cost of $18,750. It allows 2,500 square feet for construction of props, sets and backdrops for TV programs.

RCA
RADIOTRON
ELECTRON
TUBE
RCA
8D21

RCA TUBES

The standard of comparison

Convenient, near-by service ...on tubes for TV*

RCA Tube Distributors are the leading distributors in their territories . . . and are fully equipped to offer you efficient, *local* service on your RCA tube requirements.

For the best tubes that money can buy . . . order RCA quality tubes from the RCA Tube Distributor in your locality.

*RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for . . . buy RCA quality tubes.

RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

TV DEGREES

Presented at WGN Course

TV B. S. degrees have been awarded five members of the staff of the Chicago Board of Education's Radio Council. The degree—Television, Back Stage—was earned by the quintet after a one-week observation course at WGN-TV Chicago. The project, instigated by Radio Council Director George Jennings, enabled each of the five students to see the various kinds of TV shows, starting with rehearsal and continuing through the on-air telecast.

The group studied all technical aspects, including engineering, film production and camera work, as well as the production and sales angles of programming. They hopped a ride with a station mobile unit from the garage to the ball park to see a remote pickup; accompanied a WGN-TV newsreel cameraman on his assignment, and watch the shooting, developing and editing of film.

Mr. Jennings, long an advocate of educational radio and TV, pointed out that the station's training program for his men "is an outstanding example of helpful service to education by a commercial television station. The educator cannot use these modern technical developments in communication without knowledge of them first hand."

1ST in CHATTANOOGA in the morning

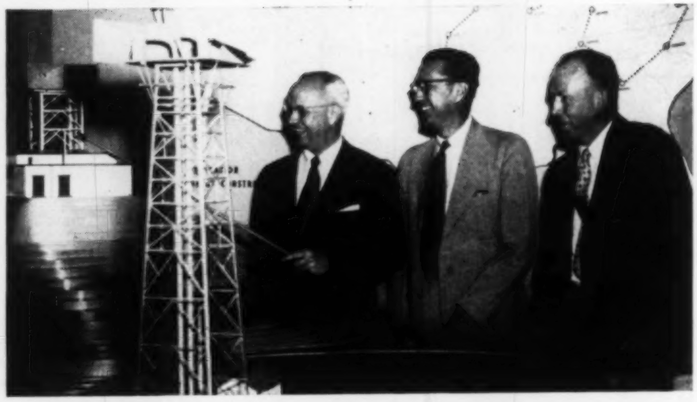
2ND in CHATTANOOGA in the evening

3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF
CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM



AT INAUGURATION in New York of AT&T's $40 million, 3,000-mile transcontinental microwave radio relay for telephone service Aug. 17 were (l to r): H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div.; Wayne Coy, FCC chairman, and Cleo F. Craig, AT&T president. Ceremony marked the first phone call to span the country by radio rather than by wire or cable [BROADCASTING • TELECASTING, **Aug. 20**].

GRIDIRON SPONSORS

Nine More Set Plans

ON the eve of football's 1951 regular season debut, more than a score additional sponsors have joined the lengthening list of gridiron broadcast sponsors [BROADCASTING • TELECASTING, Aug. 20].

Latest reports include:

Professional, college and high school football will be broadcast this fall by KQV Pittsburgh. Station Manager James F. Murray reports four exhibition games of the Pittsburgh Steelers, MBS' 10 college football *Games of the Week*, and eight Mount Lebanon High School games will be carried. Local sponsor, Sylvania TV dealers, has been signed for the MBS games. High school contests will have local Kaiser-Frazer dealers paying the tab. Professional tilts are being sponsored by Atlantic Refining Co.

On the West Coast, Seattle-First National Bank, through Pacific National Adv. Agency, Seattle, has signed for three weekly sportcasts over KING-AM-TV Seattle, starting Sept. 26. Programs, covering U. of Washington football and basketball with previews and postgame analyses, run for 26 weeks. TV show presents film highlights of previous weekend games with comment by university football coach, Howie Odell, or basketball coach, Tippy Dye.

KWG Schedule

KWG Stockton, Calif., of the McClatchy stations, has a full football schedule: Ten home and road games of the College of the Pacific, sponsor, Tidewater Associated Oil Co.; professional San Francisco '49ers (17 games), sponsor, Goebel Brewing Co., and seven *Game of the Week* (ABC) broadcasts. Station also will air two weekly football programs.

In Albany, N. Y., WPTR will cover four exhibition games and 12 season contests of the New York Giants, professional footballers. Sponsor is Miller's High Life beer.

Eleventh pigskin year for WKRC Cincinnati, with Syd Cornell and Ed Kennedy calling the plays, again features the complete U. of Cincinnati schedule. Sponsor is Frisch Restaurants of Cincinnati.

WCFL, Chicago Federation of Labor station, after prolonged negotiation, has obtained rights to 17 Chicago Cardinals contests which include both regular and exhibition games of the professional team. Package, with pre and postgame shows, will sell for about $45,000. Sinclair Oil Co. is picking up the check for the regular season games. American Vitamins, U. S. Steel, Atlas Brewing and Sandra Motors are expected to be adjacent sponsors of exhibition slate.

KYW Philadelphia has been granted exclusive air rights to the 10-game home and road schedule of Temple U. Plans call for Sportscasters Allan Gans and Lee Allen to handle four night and six afternoon contests commencing Sept. 21. Games will be played on Fridays and Saturdays.

Stations also reported other pigskin activity. WWSW Pittsburgh Sports Director Joe Tucker has completed a series of tape-recorded interviews with Pittsburgh Steelers stars for use on his sportscasts. Mr. Tucker will handle play-by-play of pro games on WWSW for the 16th consecutive year this season.

Philco Distributors Inc., and metropolitan Philco dealers will present play-by-play broadcasts of the Notre Dame football schedule over WMCA New York, starting with the Indiana game on Sept. 29.

Joe Boland, one-time Notre Dame player and line coach, will handle the broadcasts, which will include all of the "Fighting Irish" games except the Notre Dame-Navy game on Oct. 6. Substitute for Navy game is Army-Northwestern.

CD MONIES

Media Spending Tops Gov

RADIO and television stations, th advertising industry and oth public media "have already spe far more money in terms of spac and time than has been spent b the federal, state or local governments" on civil defense, member of Congress have been told.

Millard F. Caldwell Jr., Feder Civil Defense Administrator, tol a House Appropriations subcommittee that civil defense would hav "fared badly" if it had been force to rely on the federal governmen Hearings on civil defense and othe appropriations were released fort night ago [BROADCASTING • TELECASTING, Aug. 27].

"We have received remarkabl support from all the media of information and have assurance o greater support in the future," M Caldwell said, citing radio and TV and other media activity.

FCDA funds were pared almos 90% by the House—from $535 mil lion to $65,255,000—although mon ies for the communications warnin system ($4,170,000) and public information and education ($1,545,000) were approved without reduc tion. The House committee ha stressed the importance of educa tion (media) as the "basic" concep for national civil defense.

Protests over the broad cuts i CD funds have been lodged by th National Civil Defense Advisor Council and other groups. Th bill for supplemental funds no pends before the Senate Appropriations Committee.

SAG-AMPP

Negotiate New Contrac

SCREEN ACTORS GUILD wi open negotiations for a new contract with the Assn. of Motion Picture Producers on Sept. 17, it ha been announced jointly by Joh Dales Jr., SAG executive secretar and Charles Boren, vice preside in charge of industrial relation AMPP.

Among major proposals th guild will present to the producer are the calling for repayment t actors of their original salaries f each reshowing of a motion pictu on television in the same viewi area, and the banning from tele vision showing of all theatric pictures made after Aug. 1, 19 until an agreement can be reach on the conditions of TV exhibiti [BROADCASTING • TELECASTI Aug. 20].

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programs promotion premiums

THE LIP PRINT

WINX Washington, *WINX Varieties*, Mon.-Fri., 9:30 a.m.-1 p.m., featuring Jack Laurence, as m.c. conducting "Miss Kissable Lips" contest. Contest started as gag when Mr. Laurence asked listeners to send in lipstick imprints. Mail began pouring into station along with offers from local business firms with prizes. Panel of prominent people selected to serve as judges in contest .

• • •

A SWAPPING PARTY

WKNA Charleston, W. Va., recently held fourth annual *Swap Shop* party at home of listener. *Swap Shop* program airs swaps listeners would like to make. Mike Wynn, m.c., reports swaps that are made, and one swapper is awarded gardenia corsage. Each year one woman swapper volunteers her home for party, inviting listeners. Each listener brings articles for another. If not suitable, swapping begins.

• • •

HARD GUESSING

WFGM Fitchburg, Mass., *Coffee With Curtis*, telephone contest featured old record of Sammy Kaye playing "Blue Skies." Difficulty in naming band was that song was arranged by Ralph Flanagan, noted band leader, and therefore not played in usual Sammy Kaye manner. After 31 calls in period of 12 minutes, Allan Curtis, m.c., awarded housewife winner five new non-breakable records.

• • •

MYSTERY VOICE

KHUB Watsonville, Calif., in cooperation with local Chamber of Commerce sponsored two-week "Mystery Voice" contest. Gifts were donated by local merchants for winner, who guessed "Mystery Voice." Promotion featured Marie Windsor, movie star, who was "Voice." Miss Windsor awarded prizes to winners. Station constructed redwood cabin in city park to stimulate interest in contest.

DUTCH SAYINGS

WTMJ-AM-TV Milwaukee has published *Milwaukee Talk* based on typical sayings of old German population in city. Expressions collected through contest on *WTMJ Grenadiers* show. Booklet used colorful English translations of old German and other sayings along with illustrations.

* * *

TAKE a gander at this, says Ol' Doc Lemon, disc jockey at WCOL Columbus, Ohio, as he shows off his newly won golf trophy. Using his mighty drives and dead-eye putting, Mr. Lemon breezed through the Disc Jockey Tournament in the National Celebrity Golf Tournament, held in Columbus Aug. 20. His final remark to his faithful audience was: "How did I do it?"

* * *

GUARDSMAN AWARD

WFDF Flint, Mich., has established an award to be presented to best Michigan National Guardsman from Flint. "WFDF Distinguished Flint Guardsman Award" will be made annually. Station for second year covered Guard's annual encampment, broadcasting news coverage from camp. Winner of award will be presented portable radio.

BLOOD NEED

WSYR-TV Syracuse and WFMY-TV Greensboro, N. C., have brought need for blood donations to public through TV shows. WSYR-TV had entire local blood bank in studio to show viewer how easy it was to give donations. Director Tom McCollum gave bank pint of blood as viewers watched. WFMY carried entire process of blood from taking to testing. Complete operation was topped with Program Director Gomer Lesch's donation. During donation Mr. Lesch relayed his feelings to audience. Local Greensboro Red Cross official reported public service show drew great many responses.

• • •

FIRST HAND SELLING

KNBC San Francisco sending small recording to timebuyers and agencies based on *Judy Deane Show*. Record is sales pitch beamed to timebuyers by Judy Deane herself. Station officials think record will attract more interest than printed promotion. Unique promotion comes in small envelope saying "This package contains a personal message from Judy."

• • •

CAN GOODS SELLING

WFBR Baltimore sending trade and advertisers promotion piece accompanied by small can of beets. Piece explains that Gibbs Packing Co. received wonderful results through station advertising of beets. Letter on inside of folder from Gibbs' president praised use of WFBR in advertising product. Piece headed "How to bring Gibbs to his nibs . . . on the right Baltimore station!"

• • •

AUDIENCE PROBLEMS

KTTV (TV) Los Angeles, *Opinion Please*, Tues., 9:30-10 p.m. (PDT), started Aug. 28. Panel of five station "experts" attempt to answer problems submitted by home audience. Prizes are given for best problem submitted on basis of human interest and humor. Additional prize of Benrus wrist watch given bearer of problem getting best reaction from studio audience and panelists. Permanent members of panel are Bill Welsh, sports and special events announcer; Freda Nelson, m.c. of KTTV's *Come Into the Kitchen*, and Judd Leatherman, station stage hand. Two additional guest panelists are chosen weekly.

• • •

OLD PRODUCTIONS

KTLA (TV) Hollywood, *Flicker Snickers*, Thurs., 7:15-7:30 p.m. (PDT). Oldtime comedy film shorts of 1915-1918 era, with suitable comment by Bud Stefan.

FIRE SCOOP

WCSC Charleston, S. C., broadcast on-the-spot coverage of last Tuesday's water-front fire. Charles Hall, station news staff, arriving before several fire companies, broadcast description via telephone. He followed that up few minutes later with complete narrative picture of disaster.

• • •

ENTERTAINS VISITORS

OVER 500 North Carolinians attending the opening of the Rocky Mount tobacco market accepted the broadcast invitation of WFMA (FM) Rocky Mount to visit station. They met staff members, President Josh Horne and General Manager Melvin J. Warner. WFMA served several thousand glasses of lemonade and reminded visitors station had been operating in black for some time.

• • •

BREAKFAST PARTY

WLWT (TV) Cincinnati's *Breakfast Party* is gathering place for visitors from faraway places. During week beginning Aug. 6, two visitors were from Australia. Others came from 22 states and District of Columbia. Cast celebrated program's first anniversary Aug. 29.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

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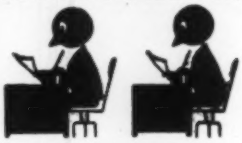

AUGUST 24 THROUGH AUGUST 30

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 24 Decisions . . .

BY THE COMMISSION EN BANC

Mod. CP Granted

KTSL (TV) Hollywood, Calif.—Granted application for mod. CP to change trans. site of KTSL (TV) now on Ch. 2, from Mt. Lee to Mt. Wilson, Calif., operating with reduced power from 9.3 kw vis. and 6 kw aur., to **500 w vis. and 300 w aur.**; install new ant., and make other changes; estimated new construction cost $130,569.

BY THE SECRETARY

KPIX San Francisco, Calif.—Granted increase in trans. output power from vis. 4.9 kw to 5 kw, and aur. 2.45 kw to 2.5 kw.

WLAV-TV Grand Rapids, Mich.—Granted increase in trans. output power from vis. 3.5 kw to 5 kw, and aur. 1.76 kw to 2.5 kw.

August 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WNPT Tuscaloosa, Ala.—Mod. CP new AM station for approval of ant. and change trans. etc. AMENDED to change trans. and studio locations from Tuscaloosa to Northport, Ala.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

WNBT (TV) New York—Mod. CP to change ERP, type ant. etc. for extension of completion date to 12-15-51.

AM—1340 kc

KAGH Crossett, Ark.—CP to change from 1240 kc 100 w unl. to 1340 kc 250 w unl.

AM—1430 kc

WMOC Covington, Ga.—CP to change from 1490 kc 250 w unl. to 1430 kc 1 kw D etc.

AM—1600 kc

WNOW York, Pa.—CP to change from 1250 kc 1 kw D to 1600 kc 1 kw unl. DA-N.

AM—920 kc

WTND Orangeburg, S. C.—CP to change from 1270 kc to 920 kc AMENDED to change name of applicant from Sims Pub. Co. to WTND Inc.

License Renewal

Following stations request license renewal: WGSV Guntersville, Ala.; WMLS Sylacauga, Ala.; WAVZ New Haven, Conn.; WTOC Savannah, Ga.; WIOU Kokomo, Ind.; KWWL Waterloo, Iowa; WLYN Lynn, Mass.; WPPA Pottsville, Pa.; WCMN Arecibo, P.R.; WLAG-FM LaGrange, Ga.; KFXD-FM Nampa, Idaho; KFH-FM Wichita, Kan.; WRNL-FM Richmond, Va.

License for CP

WSPD-FM Toledo, Ohio—License for CP new FM station.

APPLICATION RETURNED

KCSB San Bernardino, Calif.—RETURNED request for license renewal.

August 27 Decisions . . .

BY THE COMMISSION EN BANC

Petitions Granted

Granted petition of High Point Enterprises Inc., High Point, N. C., requesting Commission to accept late comment in current TV proceedings (Docket 8736 et al); interested parties may file oppositions thereto within 10 days from Aug. 24.

Granted petition of Central Willamette Broadcasting Co., Albany, Ore., for waiver of provisions of paragraph 12(b) of the Third Notice of Further Proposed Rule Making in current TV proceedings, and accept its opposition in TV proceedings, containing new proposal; interested parties may file oppositions thereto within 10 days from Aug. 24.

Granted joint petition of Cleveland Bcstg. Co. Inc., United Bcstg. Co., WGAR Bcstg. Co., and WJW Inc. (all applicants for TV stations in Cleveland, Ohio), for leave to amend a comment in opposition filed jointly in current TV proceedings.

SEA Granted

WHDH-FM Boston, Mass.—Granted special experimental authority to operate WHDH-FM by remote control from studios without licensed operator in attendance at trans., for the period ending Feb. 29, 1952.

BY THE COMMISSION EN BANC

Designated for Hearing

Radio Tahoe, Tahoe Valley, Calif.—Designated for hearing in Washington Oct. 2 application for new station 1240 kc 100 w unl.

WFEC Miami, Fla. and Circle Bcstg. Corp., Hollywood, Fla.—Designated for hearing application change from 1220 kc 250 w, D to 1240 kc 250 w, unl., in consolidated proceeding with Circle Bcstg. Corp. Hearing in Washington Oct. 7; WINK Fort Myers, Fla., party to proceeding with respect to WFEC.

Luke H. Wetherington, New Bern, N. C. and Eastern Carolina Bcstg. Co., Greenville, N. C.—Designated for hearing in consolidated proceeding in Washington Oct. 8 applications requesting simultaneous operation on 1490 kc 250 w unl. in cities having physical separation of 38 miles.

KWBR Oakland, Calif.—Designated for hearing in Washington Oct. 5 application to install new trans. increase D power from 1 to 5 kw on 1310 kc with 1 kw N.

WBUD Trenton, N. J.—Designated for hearing in Washington Oct. 8 application to change trans. location and type trans.

Grant Modified

WVCH Chester, Pa. and Williamsburg Radio Co. Inc., Williamsburg, Va.—Modification of April 5 grant of application Williamsburg Radio Co. to include condition that Williamsburg Radio Co., agrees to accept such interference as may be caused by subsequent grant of application to increase power of WVCH Chester, Pa. to 1 kw, and dismissed petition of WVCH for reconsideration of grant of Williamsburg application.

CP Reinstated

KSOX Harlington, Tex.—Granted application for reinstatement of expired CP, which authorized new station on 1530 kc 10 kw-N, 50 kw-LS DA-2, cond.

Silence Authorized

WSKB McComb, Miss.—Granted authority to remain silent for 30 days for refinancing.

Renewals Granted

WATL-AM-FM Atlanta, Ga.—Granted renewal of licenses and denied petition of American Federation of Radio Artists filed Aug. 2, 1949, requesting revocation of licenses.

Following stations were granted renewal of licenses:

KFBW Helena, Mont.; KROG Senora, Calif.; KTRM Beaumont, Tex.; WBCC Bethesda, Md.; WCUM Cumberland, Md.; WDHL Bradenton, Fla.; WFEC Miami, Fla.; WKID, Urbana, Ill.; WLIO, East Liverpool, Ohio; KIMO, Independence, Mo.; WLAT Conway, S. C.; WSHB Stillwater, Minn.; KNEU Provo, Utah; KTER Terrell, Tex.; KWED Sequin, Tex.; KWPM West Plains, Mo.; WHBS Huntsville, Ala.; WHWB Rutland, Vt.; WKLO Louisville, Ky.; WMAP Monroe, N. C.; WNEL San Juan P.R.; WPLA Plant City, Fla.; WTOD Toledo, Ohio; WAEL Mayaguez, P.R.; WTAM Cleveland, Ohio; WLCR Torrington, Conn.; KGAR Garden City, Kans.; KCUL Ft. Worth, Tex.; KOFJ Webster City, Iowa; KLRA Little Rock, Ark.; KSTT Davenport, Iowa; KSWI Council Bluffs, Iowa; WBRD Ft. Lauderdale, Fla.; WEGO Concord, N. C.; WEWO Laurinburg, N. C.; WHEE Boston, Mass.; WPRA Mayaguez, P.R.; WPTW Piqua, Ohio; WRIO Rio Piedras, P.R.; WUSN Charleston, S. C.; WXRF Guayama, P.R., WIBV Belleville, Ill.

Extensions Granted

Following stations were extended on temporary basis to Dec. 1, 1951:

KCSJ Pueblo, Colo.; KMPC Los Angeles, Calif.; KSVC Richfield, Utah; KTHS Hot Springs National Park, Ark.; KTXC Big Spring, Tex.; KXLA Pasadena, Calif.; WGAR & Aux. Cleveland, Ohio; WINS & Aux. New York, N. Y.; WINX (Synchronous amplifiers only) Washington, D. C.; WJR Detroit, Mich.; WJVA South Bend, Ind.; WOL (Synchronous amplifiers only) Washington, D.C.; WOW Omaha, Nebr.; WRIA Caguas, P.R.; WSNY Schenectady, New York; KBMW Breckinridge, Minn.; KBOK Waterloo, Iowa; KBUC Corona, Calif.; KBYR Anchorage, Alaska; KHIT Lampasas, Tex.; KIND Independence, Kans.; KLPR Oklahoma City, Okla.; KOLS Pryor, Okla.; KPUC Bellingham, Wash.; KRKL Kirkland, Wash.; KXA Seattle, Wash.; KXRX San Jose, Calif.; WACR Columbus, Miss.; WCRA Effingham, Ill.; WDWD Dawson, Ga.; WEEB Southern Pines, N. C.; WELS Kinston; N. C.; WHHH Warren, Ohio; WIBG & Aux. Philadelphia, Pa.; WLOI La Porte, Ind.; WPLH Huntington, W. Va.; WMUS Muskegon, Mich.; WREX Duluth, Minn.; WRJM Newport, R. I.; WRJN Racine, Wis.; WRNO Orangeburg, S. C.; WSYB Rutland, Vt.; WVAM Altoona, Pa.; WWWW Rio Piedras, P.R.; KTAN Sherman, Tex.; KVSM San Mateo, Calif.; KWEM West Memphis, Ark.; WJMW Athens, Ala.; WLOA Braddock, Pa.; KJBS San Francisco, Calif.; KSAN San Francisco, Calif.; WANN Annapolis, Md.; WPNX New York, N. Y.; WGPA Bethlehem, Pa.; WJJD and Aux. Chicago, Ill.; WMEX Boston, Mass.; WRIB & Aux. Providence, R. I.; KDKA Pittsburgh, Pa.; KEX Portland, Oreg.; KYW Philadelphia, Pa.; WBZ Boston, Mass.; WBZA Boston, Mass.; WGY & Aux. Schenectady, N. Y.; WMGM & Aux. N. Y., N. Y.; WOWO Ft. Wayne, Ind.; KPRO Riverside, Calif.; KREO Indio, Calif.; KYOR Blythe, Calif.; KRUN Ballinger, Tex.

Renewals Granted

Following stations were granted renewal of licenses:

KLUF-FM Galveston, Tex.; KROS-FM Clinton, Iowa; KWOC-FM Poplar Bluff, Mo.; KWOS-FM Jefferson City, Co.; WDET-FM Detroit, Mich.; WKBZ-FM Muskegon, Mich.; WKID-FM Urbana, Ill.; WRLD-FM Lanett, Ala.; KTNT Tacoma, Wash.

Extensions Granted

Following stations extended on temporary basis to Dec. 1, 1951:

KARM-FM Fresno, Calif.; KDRO-FM Sedalia, Mo.; KERN-FM Bakersfield, Calif.; KFMV Hollywood, Calif.; KLZ-FM Denver, Colo.; KOKX-FM Keokuk, Iowa; WCBT-FM Roanoke Rapids, N. C.; WCFM Washington, D. C.; WDEM-FM Providence, R. I.; WEAU-FM Eau Claire, Wis.; WFMN Alpine, N. J.; WGOV-FM Valdosta, Ga.; WISR-FM Butler, Pa.; WICA-FM Ashtabula, Ohio; WIMS-FM Michigan City, Ind.; WJAX-FM Jacksonville, Fla.; WKJG-FM Fort Wayne, Ind.; WNDR-FM Syracuse, N. Y.; WRJN-FM Racine, Wis.; WSMB-FM New Orleans, La.

August 28 Decisions . . .

BY THE SECRETARY

WICU (TV) Erie, Pa.—Granted CP to change type vis. and aur. trans.

WTTV Bloomington, Ind.—Granted mod. CP to change rated power of vis. trans. from 1 kw to 2 kw, etc.

WOKE Oak Ridge, Tenn.—Granted mod. CP for approval of ant. and trans. location, etc.

WTNB Birmingham, Ala.—Granted license for installation of new trans.

KPAM Portland, Ore.—Granted mod. CP for approval of ant. and trans. location.

Following were granted mod. CP's for extension of completion dates as shown:

KCBS-FM San Francisco, Calif. to 3-1-52; WFSS Coram, N. Y. to 3-13-52; KFUO-FM Clayton, Mo. to 12-1-51; KA-8042, Gallipolis, Ohio to 10-31-51; KA-8187 Chicago, Ill. to 10-1-51; WDMJ Marquette, Mich. to 10-2-51; cond.; KRES St. Joseph, Mo. to 11-21-51, cond.

WRAG Carrollton, Ala. — Granted mod. CP to change type trans.

CBS, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning

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15-51.

KSIB Creston, Iowa—Granted request for authority to sign-off at 6 p.m. CST through Sept. 30.

WEST-FM Easton, Pa.—Granted license for FM broadcast station; Channel 300 (107.9 mc) 11 kw, ant. 50 ft.

WDSU-FM New Orleans, La.—Granted license for FM station; Channel 287 (105.3 mc), 17.7 kw; ant. 390 ft.

WFMY-TV Greensboro, N. C.—Granted CP to change type trans.

WPAC Patchogue, N. Y.—Granted mod. CP for approval of ant. and trans. location and change type trans.

WAFM Birmingham, Ala.—Granted mod. CP for extension of completion date to 12-1-51.

WCMN Arecibo, P. R.—Granted mod. CP for extension of completion date to 12-8-51.

August 28 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KJCF Festus, Mo.—CP to change from 1010 kc 250 w D to 1450 kc 250 w unl.

FM Changes

KXEL-FM Waterloo, Iowa—CP to change ERP, ant. height, trans. and studio location etc.

Modification of CP

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station for extension of completion date.

TV—Ch. 5

KSTP-TV St. Paul, Minn.—CP to change ERP from 24.7 kw vis. 17.3 kw aur. to 98.7 kw vis. 54.3 kw aur. and add power amp, to trans. equip.

License Renewal

Following stations request license renewal: KWHN Fort Smith, Ark.; KNBY Newport, Ark.; KFTM Ft. Morgan, Col.; KSTR Trinidad, Col.; WIRK West Palm Beach, Fla.; KMAN Manhattan, Kan.; WARA Attleboro, Mass.; WILS Lansing, Mich.; WTNJ Lansing, Mich.; WGAT New Hartford, N. Y.; WCBA Corning, N. Y.; WHKY Hickory, N. C.; WHVR Hanover, Pa.; WBTM Danville, Va.; WNBF-FM Binghamton, N. Y.; WLWA Cincinnati, Ohio; KOIN-FM Portland, Ore.; WFIL-FM Philadelphia, Pa.; WRAK-FM Williamsport, Pa.; WCAC Anderson, S. C.

APPLICATION RETURNED

KXIT Dalhart, Tex.—RETURNED request for assignment of license.

August 29 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

KROY Sacramento, Calif.—Granted petition for continuance of hearing from Sept. 7 to Dec. 7 in Washington in proceeding re application.

KIRO Seattle, Wash.—Granted petition for continuance of hearing from Sept. 12 to Dec. 12, in Washington, D.C., in proceeding re application.

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition for continuance of hearing to Oct. 23 in Washington in proceeding re application.

The Gadsden Radio Co., Mobile, Ala.—Granted petition of Aug. 17 for leave to amend application so as to specify 960 kc 1 kw D in lieu of 1340 kc 250 w unl.; application, as amended, removed from hearing docket. Dismissed petitions filed on July 3 and 5 for leave to amend.

WMGR Bainbridge, Ga.—Granted petition for dismissal without prejudice of application.

Tri-County Bcstg. Co., Inc., Hawkinsville, Ga.—On Commission's own motion, removed from hearing docket.

State Capital Bcstrs., Raleigh, N. C.—Granted petition for dismissal with-

(Continued on page 87)

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Help Wanted

Managerial

North midwestern 250 watt network affiliate wants all-round manager. Solid market and a proven station. Salary open. Present manager receives $8,000. Send complete and detailed information together with photo. Box 773K, BROADCASTING.

Salesman

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first letter. Box 660K, BROADCASTING.

Salesman with car. Rocky Mountain ABC affiliate, promotional, stable station. Permanent. Excellent opportunity. Send snapshot with full details in first letter to Box 758K, BROADCASTING.

A good sales position with excellent opportunity for advancement now open in growing industrial market of 50,000 in Oklahoma. Good living conditions. 250 watt fulltime well established network affiliate. Good guarantee against billing on air, with liberal commission on new business. No high pressure selling. Send detailed resume and references. Box 776K, BROADCASTING.

Salesman, male or female, for one of Connecticut's leading independents in major market. Base salary, commission, expense account. Write to Box 814K, BROADCASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Salesmen: 1000 watt independent. Single station market 14,000 population. Will guarantee up to $400 month plus commission for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Salesman-announcer wanted for independent station. Good proposition for right man. Send disc, full details, first letter to R. L. Fowler, WGAT, Utica, N. Y.

Experienced salesman, prefer man familiar with Washington, D. C. market. Salary, plus commission. Contact Carl Lindburg, WPIK, Alexandria, Virginia.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Opening in Minnesota station for announcer interested in selling time. Must have car. Good deal for right man. Box 701K, BROADCASTING.

Immediate opening for combination announcer-engineer with Rocky Mountain network affiliate. Ideal working conditions, station splendidly equipped. Permanent position. Wonderful climate and outdoor paradise. Small but congenial staff. Send full details to Box 755K, BROADCASTING.

Announcer-salesman with car. Wyoming ABC affiliate. Picture and disc required with application letter giving all information. Write Box 759K, BROADCASTING.

Fulltime two-fifty watt regional station Oklahoma needs good versatile announcer. Excellent working 'and living conditions. Plenty of opportunity for advancement. Must know how to operate General Electric studio control board. Send full particulars and disc. Box 775K, BROADCASTING.

Help Wanted (Cont'd)

Announcer, some experience—¼ kw near N. Y. No prima donnas. Box 778K. BROADCASTING.

Announcer for general staff work. Sports shows available if qualified. Send letter, disc and snapshot. Box 797K, BROADCASTING.

Announcer—Staff man with disc-jock background for existing vacancy at top mid-south independent station. 3-5 years experience preferred. Must be able to operate console. We are looking for a man who has lost the wanderlust. State all particulars in first letter with disc or tape. Box 815K, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Combination man wanted for immediate opening. Send letter, disc and snapshot. KHIT, Lampasas, Texas.

Immediate opening, experiencd announcer with first telephone ticket, $280 per month start. Elk hunting sports area. Air mail photo and disc KPRK, Livingston, Montana.

Network station needs good announcer with first class license. Ability to do some interview work preferred. Permanent position in excellent community. Write, phone, or wire Bill Bradford, KSST, Sulphur Springs, Texas.

$325 monthly. Need experienced announcer with first class ticket. 40 hour 6 day week. Prefer applicant from south or southwest who will appreciate ideal working conditions in modern plant. Send details, Manager, KTFY, Brownfield, Texas.

Immediate opening for experienced announcer, man with some sports play-by-play preferred. Salary is dependant on ability. Send disc and details. WDBL, Springfield, Tenn.

Wanted by southeastern network affiliate. Capable announcer for news and general staff duties. No floaters. Attractive salary and ideal working conditions. WHMA, Anniston, Alabama.

Wanted. Two experienced announcers, prefer men who have worked leaf tobacco markets and from North Carolina, South Carolina, Virginia or Georgia. Good working conditions, no floaters need apply. Radio Station WHNC, Henderson, telephone 736.

Announcer with first class license, will consider inexperienced man having training and ability. WIKC, Bogalusa, Louisiana.

Wanted: Reliable combo man. Emphasis on announcing. Good deal for right man. Write, call or see Jim McDougall, WKLK, Cloquet, Minnesota.

Immediate opening. Experienced announcer with board knowhow. Opportunities for capable man. 40 hour week, 250 watt Mutual. Send resume, photo and disc. Ed Eckert, Program Director, WKNY, Kingston, N. Y.

Announcer-operator wanted. Regional ABC. WKTY, LaCrosse, Wisconsin.

NBC affiliate has opening for above-average, thoroughly experienced announcer. Good opportunity for solid, draft exempt man seeking permanent connection with leading station. Send disc, snapshot, complete outline qualifications including past and expected earnings. WSAV, Savannah.

Help Wanted (Cont'd)

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Transmitter operator, mid-September opening. Must have first phone. Experience unnecessary but prefer man with amateur or servicing background. Box 715K, BROADCASTING.

First class operator in upstate New York. Good wages. Write Box 729K, BROADCASTING.

Immediate opening for combination operator-announcer with first class license. Audition disc is required. Good salary in western network affiliate. Box 753K, BROADCASTING.

Engineer wanted for immediate employment. Experience unnecessary. Send letter of details. Box 798K, BROADCASTING.

Wanted—Engineer, first class license, no car or experience necessary. $1.25 per hour, 40 hours. Western Pennsylvania. Box 805K, BROADCASTING.

Wanted: Engineer capable assuming duties and responsibilities of chief in long established southwestern 250 network affiliate. If interested, kindly contact Box 806K, BROADCASTING.

Wanted—Engineer with first class license. Experience not required. Western Penna. 250 watter. State minimum starting requirements. Address Box 812K, BROADCASTING.

Texas independent wants female engineer. Some typing ability. No engineering ability or experience required, just a first class license. Box 818K, BROADCASTING.

Wanted, engineer with some announcing ability. Permanent position with future for right man in 5 kw ABC affiliate in Colorado. KGHF, Pueblo, Colo.

Engineer or combo. 1000 watt independent. Will pay up to $350 a month for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Wanted—Chief engineer for 1000 watt daytime station, KPBM, Carlsbad, New Mexico.

First Class engineer. No experience necessary. WASA, Havre de Grace, Md.

Wanted: Combination engineer - announcer for 250 watt Mutual outlet, 40 miles north Atlanta. $55.00 for 45 hours to start. WBHF, Cartersville, Georgia.

Wanted: First phone or combination man, no experience required. WCFV, Clifton Forge, Virginia.

Engineer, first class license for 1000 watt daytime station, experience desirable but not necessary. Car essential. WDBL, Springfield, Tenn.

Need first class licensed operator. No announcing, 6 day week. Time and half for over 40 hours, car not necessary. WDIG, Dothan, Ala.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

Southeastern network station wants experienced first class operator with car, capable of maintenance and recording as well as transmitter watch. Computation not swollen by long hours. 40 hour week with time-and-a-half for occasional overtime. Permanent job replacing man gone to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Help Wanted (Cont'd)

Wanted: Engineer with first class ticket, NBC station, WGRM, Greenwood, Mississippi.

Immediate opening for engineer first class. Experience not necessary. Starting salary $50.00 44 hours. WINK, CBS in Fort Myers, Florida.

Have immediate opening for transmitter engineer. No experience necessary. $55.00 for 45 hours. Contact Chief Engineer, WJBF, Augusta, Georgia.

Wanted, engineer for AM and FM NBC affiliate, WKPT, Kingsport, Tenn.

Transmitter engineer with car wanted. Regional ABC station. Contact Harold White, WKTY, La Crosse, Wisconsin.

Engineer-announcer, auto necessary. Send salary requirements and full details first letter to WRZE, York, Penna.

Production-Programming, Others

News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo, Box 672K, BROADCASTING.

Experienced secretary - copywriter Western Pennsylvania independent. Position opening in September. Please send full details, photo, copy samples and salary required. Box 673K, BROADCASTING.

Experienced writer for large copy department in midwest radio-TV station. $70 AFRA minimum. Box 817K, BROADCASTING.

Newsman: We are interested in a responsible man with a good news voice to take charge of news programs for this station; must know how to collect, write, rewrite local, state and national news. Write WHDL, Olean, New York.

Situations Wanted

Managerial

Experienced executive, former NAB official, twenty years operating, administrative and legal background, past nine years in Washington, available for capital connection or assignment, limited travel. Own Chevy Chase home; extensive civic, club and government affiliations. Present connection, $25,000 per year, now requires too long absence from home. Will consider less. Can make change on thirty to sixty days notice. Write Box 556K, BROADCASTING.

Experienced station manager with successful record and clean, sober habits. Making change for understandable personal reason, with recommendations of all previous station owner employers. Can bring topnotch engineering and commercial staff if desired. Please address: Manager, Jonesboro Box 247, Sanford, North Carolina.

Salesmen

Fifteen years NBC sales, local, spot network, excellent record, best references. Currently employed. Considering leaving New York City. Box 744K, BROADCASTING.

Announcer: Salesman, good record references, full details and audition by return mail. Two weeks notice required. Box 808K, BROADCASTING.

Account executive desires position station reps, N. Y. or Phila. Box 810K BROADCASTING.

Announcers

Play-by-play football, basketball, baseball. Five years experience. Never without sponsor, seek sports station. Assist in programming, production, announcing. Box 551K, BROADCASTING.

Situations Wanted (Cont'd)

Seeking job as announcer — Negro. Trained Radio City, college background. Strong on DJ, commercials, news. Clean cut; pleasing voice, can write commercial copy. Disc available. Box 598K, BROADCASTING.

Announcer. Five years all phases. Now PD. $80. Box 604K, BROADCASTING.

College grad., 25, seeks first announcing job, any location. Courses in announcing, copywriting, newswriting. Short on experience, long on talent, ideas. Disc, photo. Box 699K, BROADCASTING.

Announcer. Writing and musical ability. Seeks position with progressive station. Box 700K, BROADCASTING.

Announcer-engineer, former reservist returned to permanent civilian duty desires position as combo man or engineer in New England area. One year experience, 1st phone, draft exempt. Box 737K, BROADCASTING.

Experienced announcer, copywriter. Work board. Specialty: news, classics. Sixty minimum. Box 743K, BROADCASTING.

Top disc jockey, currently conducting late evening show in the east. Four years experience. Desired change to progressive station as PD or DJ and special events. Fully experienced in all phases of announcing. Married. $75.00 guarantee plus talent. Go anywhere. Box 772K, BROADCASTING.

News—DJ. General staff: Two years experience. Presently employed. Dissatisfied but not hard to get along with. Prefer east coast. Box 774K, BROADCASTING.

Network experienced sports man wants employment preferably west. Board experience, news, DJ. Married, draft exempt. Presently employed, no drifter. Box 777K, BROADCASTING.

Will you pay for experience and ability? I'm your man. Box 779K, BROADCASTING.

Inexperienced announcer-newscaster-disc jockey. Trained Radio City. All phases. Young, ambitious. Wants golden opportunity. Box 782K, BROADCASTING.

Versatile announcer wants position where board work not required. Conscientious, draft exempt, excellent references. Box 783K, BROADCASTING.

Announcer, 3 years experience all phases, first phone license, college, vet, married. Want change for advancement in south or west. Box 786K, BROADCASTING.

Straight morning man with sense of humor, zing and sell. Proven sales on local market. Morning show suitable for late night. MC audience shows. Prefer east, southwest or midwest. Can build up sales and audience. Just ordinary fellow that can do an extraordinary job. Present position four years. Available around November first. Box 787K, BROADCASTING.

Announcer: Experienced, production, board work, script writing, dramatics. Prefer New England region. Box 788K, BROADCASTING.

Announcer-24. First class license. 2½ years experience. Strong news, DJ, special events, sports, vet. Good references. $75 per week. Box 789K, BROADCASTING.

Ambition with a voice! Leading DJ in state, topnotch emcee, now employed with 5,000 watt midwest major network affiliate. Four years experience, single, veteran. Seeking TV work. Will consider all offers-radio or TV. [illegible]5.00 minimum. Box 791K, BROADCASTING.

Sportscaster, former professional baseball player desires minor league and other sports play-by-play, year-round. Married, veteran, college, best references. Box 792K, BROADCASTING.

Announcer — Experienced — operate board. Write excellent commercial copy. Age: 27—married—veteran. Draft exempt—no floater, very reliable. Box [illegible]K, BROADCASTING.

Announcer. 6 years experience all phases. Family. Now employed large metropolitan market. Best references. Box 796K, BROADCASTING.

Situations Wanted (Cont'd)

Production-minded combo man. Presently employed, offered $72.50. Versatile, unique DJ approach, news, actor, Northwestern University School of Speech grad., Ex-ham, married, vet. East or midwest. Box 799K, BROADCASTING.

Announcer, five years experience AM and TV. BA Speech-Theater Minnesota. Currently on TV series with top reviews. Best references. Available September 15. Will consider all offers. Box 800K, BROADCASTING.

Experienced, formally trained newscaster. Past year been doing top sponsored cast on station. Reporter, newswriter, caster, all phases. Two years college radio work. Although experienced staff, prefer straight news. Married, 28, two children, veteran, undraftable, college graduate, journalism. Minimum salary $65 a week. Box 801K, BROADCASTING.

Top newscaster. Authoritative (natural). Experienced and trained in writing, reporting, airing news—editing wire. Want to affiliate with station large enough to afford separate news operation. Minimum salary $75 a week. Family man, 28. References, tape. Station manager knows of this ad. Box 802K, BROADCASTING.

Recent graduate from the School of Radio Technique available immediately. Strong on DJ, news, commercials. Some console. Will travel. Young, draft exempt. Disc and photo available upon request. Box 803K, BROADCASTING.

Announcer — 7½ months experience. Have done all phases announcing. Desire night turn. Would like network station. Go anywhere on first immediate offer. Box 813K, BROADCASTING.

Sportscaster with outstanding college and major league experience. Draft exempt. Box 816K, BROADCASTING.

Missourian, 3 years experience all phases broadcasting in local stations. Box 821K, BROADCASTING.

Announcer, disc jockey, copywriter. 4 years varied experience in everything from 250's to 5 kw. Have set up and run copy departments in 4 stations. New ideas, veteran, 28, single, will travel. Disc and references readily available. Box 822K, BROADCASTING.

Persons involved: Husband and wife. Draft exempt. College. Two years AM, FM, TV experience. Strong in all phases of news, editing, rewrite and local reporting. Excellent DJ team. Continuity and commercial writing. Production and direction. Available immediately. Permanent. Peter Newton, #1 Stuyvesant Oval, New York City, New York.

Technical

Engineer, degree, license, 15 years experience chief, combo. Box 652K, BROADCASTING.

Experienced chief engineer desires chief of small station or engineer in larger station. Prefer Kentucky, Tennessee or bordering states. Married, family. Box 702K, BROADCASTING.

You need chief? I need change! Presently chief small market AM. Desire move for advancement and personal satisfaction. Southeast. Please forward your requirements and proposition. I can't afford to tell all in this ad—you'll be pleasantly surprised after writing. Box 771K, BROADCASTING.

Engineer: 12 years experience, majority as combination engineer-announcer. 4 years chief engineer at same station. Construction, maintenance and assistant managerial experience. Will be released September 25th from active duty with the Naval Reserve. Prefer western states. Box 785K, BROADCASTING.

Present chief engineer wants chief small station or consider engineer of large station or TV. 10 years in radio. Box 820K, BROADCASTING.

Good voice quality, first phone, strong on commercials, minimum $65 weekly. Box 303, McCook, Nebraska, or phone 1055W.

1st class operator. Excellent technician with experience and car. Available September 7 plus travel to anywhere. Box 695, Butler, Penna. Phone 23002.

Chief engineer and experienced station manager, two man team, not available separately. For details write Engineer, Jonesboro Box 247, Sanford, N. C.

Straight first phone engineer desires position with station 1000 watts or over with possibilities. Experience six months. Write Gilbert Legler, 616 S. Second, Clinton, Mo.

Situations Wanted (Cont'd)

Production-Programming, Others

Increase business. Improve your station. Cut expenses. Experienced program director and promotion manager looking for station with work to be done. Extensive education and background. Personnel, programs, sales, public relations specialties. 28, aggressive, intelligent. Save money on my salary. Save all the way. Box 770K, BROADCASTING.

Experienced copywriter, creative, ambition to progress. Sound commercial copy, for you and your sponsors. Write for samples. Box 780K, BROADCASTING.

News director, able to meet requirements of live wire news room. Currently in charge of leading 5000 watt midwest network affiliate. Thoroughly experienced in top-flight newscasting and local reporting. A. P., U. P. correspondent. Interested in eastern metropolitan areas only. Box 790K, BROADCASTING.

Experienced program director, announcer, copywriter. Age 27, married veteran. Presently employed 250-watt PD. Want permanency. Only reasonable salary expected. Box 794K, BROADCASTING.

Program Director—Plenty of experience in all phases of radio: programming, production, continuity, traffic, sales ideas and presentations, promotion, air work (no sports) etc. Would like location in or near eastern coastal states. College graduate—no drifter. Best references in the business. Reply Box 795K, BROADCASTING.

Copywriter-male. Experience on network affiliate wants progressive station. Hard worker. Draft exempt. No announcing. Box 807K, BROADCASTING.

Showmanship plus production skill equal higher station profits. I have worked for seven years as staff announcer, chief announcer and now news editor for 5 kw. I want to prove my ability to be the program director of your local or regional station. Married, 27. Box 811K, BROADCASTING.

Crack reporter, rewrite man needs western location for health. Now covering large midwest city for top rated station. Journalism grad, vet, family. Disc on request. Write Box 819K, BROADCASTING.

News editor. Three years experience writing own world, local, sports shows. Experienced local coverage, special events, play-by-play. MS radio journalism Northwestern. Marine veteran —25. Fletcher Latta, Phi Gamma Delta, NU. Evanston, Ill.

Television

Salesmen

TV film buyer-salesman. 10 years experience motion picture exhibition and distribution. Box 781K, BROADCASTING • *TELECASTING*.

Seasoned time salesman. Best qualifications, success, results. Desires position TV. Box 809K, BROADCASTING • *TELECASTING*.

Production-Programming, others

TV newsreel camerman available for studio or newsreel assignment. Box 724K, BROADCASTING • *TELECASTING*.

For Sale

Stations

Western local station in good farm town. Owners wish to devote themselves to other business. Low price for cash. Low-cost operation ideal for owner-manager-engineer and wife. Replies confidential. Box 804K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals—holders 1400 kc. Crated. $2,000.00 cash. Box 526K, BROADCASTING.

Rel. 10 kw FM transmitter. Includes driver unit power supply and amplifier. Perfect condition. Never been used. Make best offer. This is a real bargain! Box 698K, BROADCASTING.

For sale, Gates 250A, 250 watt transmitter with 1490 kcs crystals. Contact Eli Daniels, KDSJ, Deadwood, So. Dakota.

For Sale (Cont'd)

For sale: One composite 250 watt transmitter, tower, Quonset hut, two turntables and console. Complete 250 watt station except for frequency and modulation monitors. First $5,000 takes it. WBSC, Bennettsville, S. C.

Stancil Hoffman minitape recorder. Used two hours. Condition and complete as new. First check $180 takes it. Jack Stone, WRVA, Richmond, Virginia.

Wanted To Buy

Stations

Owner-operator will purchase regional or local network station. West, southwest preferred. Box 713K, BROADCASTING.

Equipment, etc.

Wanted: 2 RCA transcription arms with Universal heads. Radio Station KVAN, Vancouver, Washington.

260-foot guyed tower. Must be complete and dismantled. Write Radio Station KXRJ, Russellville, Arkansas.

Wanted—Used RCA "88"-A microphone. Will pay cash. WIMS, Michigan City, Indiana.

Am constructing one kw station. Need all equipment, write Rose M. Kirby, WROS, Scottsboro, Alabama.

500 watt transmitter and frequency modulation monitor and guyed tower. Contact C. Chamberlain, P. O. Box 438, Bellefontaine, Ohio, or phone 9-2398.

Miscellaneous

Learn how to speak and write for radio. Send for practical text book with comprehensive Home Study Course. Introductory offer (two months only) complete with 15 printed lessons. Address Box 784K, BROADCASTING.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Situations Wanted

Announcers

MORNING DISKER

Well-known in East Coast trade circles . . . successful in highly competitive metropolitan markets.

WANTS

Morning show and Production Directorship of medium Indie in West. I want relatively free hand and small budget to develop and sell commercially-sound ideas. Offer must match my present $10,000 in high-cost-index area. Write or wire Box 722K, BROADCASTING.

For Sale

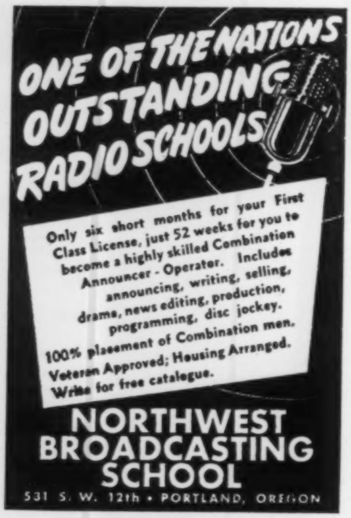
Equipment etc.

TOWER FOR SALE:
Erected 411 ft. self-supporting Truscon Type D 30 tower. Designed to resist 30 pound wind pressure in accordance with specifications of Radio-Television Manufacturers Association. Tower located near District of Columbia. Can be dismantled or sold with 8½ acres of ground. Box 747K, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.
HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Schools


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operater. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey. 100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

GAB MEETING
Full Program Announced

COMPLETE program of the Georgia Assn. of Broadcasters summer meeting was announced last week by Ben Williams, GAB president and commercial manager of WTOC Savannah. The meeting will be held at the King and Prince Hotel on St. Simons Island, Ga., Sept. 6-8.

Among speakers scheduled are Oliver S. Gramling, assistant to the general manager for radio AP, Tucker Wayne, president of Tucker Wayne & Co.; Wythe Walker, station representative; and Thurman Sensing, executive vice president, Southern States Industrial Council.

The program follows:

Thursday: Afternoon registration.

Friday: Morning registration; 12 noon, Opening session with Dorsey Owing presenting the BMI-Young Composers Award for adpotion by GAB; 1 p.m., Lunch with a talk by Mr. Gramling; 3 p.m., Mr. Wayne's address; 3:45 p.m., James Cobb, public relations director, Delta Airlines; 6 p.m., Convivial Hour; 7 p.m., Dinner with talk by Mr. Sensing.

Saturday: 12 noon, Miss Gertrude Gordon, groups liaison representative, Office of Price Stabilization; 1 p.m., Lunch with talk by Mr. Walker.

WEATHERS TO WBS
83 New Stations Added

JAMES WEATHERS has resigned as commercial manager of WNEX Macon, Ga., to join World Broadcasting System as a field sales representative, Robert W. Friedheim, general manager of World, announced Thursday. Cy Kaplan, previously with Tel-air Assoc., has also been added to the World field force, Mr. Friedheim said, noting that the two appointments are the first step in a WBS program to expand services to its more than 800 affiliated stations.

WBS during the period June 1-Aug. 27 added 83 stations to its list of library affiliates to bring the total to 827 subscribers. WBS also signed 197 renewals of existing contracts during the summer, which showed a 48% over-all increase in business compared to the same period of 1950. The 1951 summer record, best in the company's 20-year history, was attributed to local programming and local sales.

SOLD

The property that was scheduled in this issue of BROADCASTING has been sold to one of Blackburn-Hamilton Company's qualified buyers. For careful handling, on a strictly confidential basis, to buyers we have checked and know are qualified—not just information seekers—please list your property with our national organization.

New England
$15,000
Down Payment

The only station in a very attractive New England city with a population of more than 35,000 having retail sales in excess of $45,000,000.00. This is an unusual opportunity for a qualified operator to purchase an important facility on a very favorable financing arrangement.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Radio Network Clients for Fall 1951

(Continued from page 23)

Sponsor	Program	Hours per Week	Agency
General Mills	Lone Ranger	1½	Dancer-Fitzgerald-Sample
	Edward Arnold, Story Teller	25 mins.	Tatham-Laird Inc.
	Betty Crocker Magazine of the Air	1¼	Dancer-Fitzgerald-Sample
	Mr. Mercury	½	Knox, Reeves Adv.
	Silver Eagle	½	Knox, Reeves Adv.
General Motors	Henry J. Taylor	¼	Kudner Agency
Gillette Safety Razor Co.	Gillette Fights	Varies	Maxon Inc.
Goodnews Broadcasting Assoc.	Back to The Bible	½	J. M. Camp
Goodyear Tire & Rubber Co.	The Greatest Story Ever Told	½	Kudner Agency
Gospel Broadcasting Assoc.	Revival Hour	1	R. H. Alber Co.
Evangelistic Assoc. Inc., Billy Graham	Hour of Decision	1½	Walter F. Bennett & Co.
Heinz, H. J., Co.	Adventures of Ozzie & Harriet	½	Maxon Inc.
Jergens, Andrew, Co.	The Jergens-Woodbury Journal	¼	Robert W. Orr & Assoc.
Kellogg Co.	Victor Borge	¼	Kenyon & Eckhardt
	Mark Trail	1¼	Kenyon & Eckhardt
Lorillard, P., Co.	Stop The Music	¼	Lennen & Mitchell
	The Original Amateur Hour	¾	Lennen & Mitchell
Philip Morris Co.	(To be announced)	1¼	Cecil & Presbrey
	Break The Bank	1	Cecil & Presbrey
	The Romance of Evelyn Winters	1¼	Cecil & Presbrey
Philco Corp.	Breakfast Club	1¼	Hutchins Adv.
Prudential Insurance Co. of America	Jack Berch Show	1¼	Calkins & Holden, Carlick, McClinton & Smith Inc.
Ralston Purina Co.	Space Patrol	½	Gardner Adv.
Reynolds, R. J., Co.	Richard Diamond, Private Detective	½	William Esty Co.
Seeman Bros. Inc.	Monday Morning Headlines	¼	Wm. H. Weintraub Co.
Serutan Inc.	Victor H. Lindlahr	1¼	Roy S. Durstine Inc.
Sterling Drug Inc.	My True Story	2 hrs., 5 mins.	Dancer-Fitzgerald-Sample
	Mystery Theatre	½	Dancer-Fitzgerald-Sample
Swift & Co.	Breakfast Club	2½	J. Walter Thompson
Sylvania Electric Products Inc.	Sammy Kaye Sunday Serenade	½	Roy S. Durstine Inc.
U. S. Army & U. S. Air Force Recruiting Service	Game of the Week	TBA	Grant Adv.
Voice of Prophecy Inc.	The Voice of Prophecy	½	Western Adv.
Warner-Hudnut Inc.	Walter Winchell	¼	Kenyon & Eckhardt

* * *

C B S Radio

Sponsor	Program	Hours per Week	Agency
American Home Products Corp.	Romance of Helen Trent	1¼	John F. Murray Adv.
	Harry Babbitt Show	½	John F. Murray Adv.
	Our Gal Sunday	1¼	John F. Murray Adv.
American Oil Co.	Edward R. Murrow	1¼	Joseph Katz Co.
American Safety Razor Corp.	Frank Goss—News	½	McCann-Erickson
American Tobacco Co.	Jack Benny Show	½	BBDO
Armstrong Cork Co.	Armstrong Theatre of Today	½	BBDO
Bank of America National Trust & Savings Assn.	Ralph Story Show	1¼	Charles R. Stuart Adv.
Bekins Van & Storage Co.	Bekins Hollywood Music Hall	½	Brooks Adv.
Book Assoc.	TBA	¼	Huber Hoge & Sons
	Sidney Walton Show & Magic of Believing	½	Huber Hoge & Sons
Campana Sales Co.	Bill Shadel	5 min.	Wallace-Ferry-Hanley Co.
Campbell Soup Co.	Club 15	1¼	Ward Wheelock Co.
Carnation Co.	Contented Hour	½	Erwin, Wasey & Co.
	Stars Over Hollywood	½	Erwin, Wasey & Co.
Carter Products Inc.	Songs For Sale	¼	Sullivan, Stauffer, Colwell & Bayles
Chemicals Inc.	CBS Newsroom—Sunday Desk	¼	Sidney Garfield & Assoc.
Chesebrough Mfg. Co.	Dr. Christian	½	McCann-Erickson
Coca-Cola Co.	Charlie McCarthy Show	½	D'Arcy Adv.
Colgate-Palmolive-Peet Co.	Strike It Rich	1¼	Wm. Esty & Co.
	Kings Row	1¼	Wm. Esty & Co.
	Mr. & Mrs. North	½	Sherman & Marquette
	Our Miss Brooks	½	Ted Bates & Co.
Continental Baking Co.	Grand Slam	1¼	Ted Bates & Co.
Cream of Wheat Corp.	Let's Pretend	25 min.	BBDO
Economics Laboratory	Galen Drake	5 min.	Cunningham & Walsh
Electric Auto-Lite Co.	Suspense	½	Cecil & Presbrey

Sponsor	Program	Hours per Week	Agency
Electric Companies Adv. Pgm.	Corliss Archer	½	N. W. Ayer & Son
General Electric Co.	CBS Football Round-up	3	Maxon Inc.
General Foods Corp.	Renfro Valley—Sunday Morning Gatherin'	¾	Benton & Bowles
	Renfro Valley—Country Store	¼	Benton & Bowles
	Gangbusters	25 min.	Young & Rubicam
	Hopalong Cassidy	½	Young & Rubicam
	Second Mrs. Burton	1¼	Young & Rubicam
	News	5 min.	Benton & Bowles
	Wendy Warren	1¼	Benton & Bowles
Hall Brothers Inc.	Hallmark Playhouse	½	Foote, Cone & Belding
Theo. Hamm Brewing Co.	Edw. R. Murrow	1¼	Campbell-Mithun
Geo. A. Hormel & Co.	Music With the Hormel Girls	½	BBDO
Household Finance Corp.	Edw. R. Murrow	¾	Needham, Louis & Brorby
	CBS Newsroom—Sunday Desk	¼	Needham, Louis & Brorby
Kingan & Co.	King Arthur Godfrey & His Roundtable	½	Warwick & Legler
Lever Bros., Thos. J. Lipton Div.	Arthur Godfrey's Talent Scouts	½	Young & Rubicam
	Lux Radio Theatre	1	J. Walter Thompson Co.
	Arthur Godfrey Show	1¼	Ruthrauff & Ryan
	Aunt Jenny	1¼	Ruthrauff & Ryan
Liggett & Myers Tobacco Co.	Arthur Godfrey Show	2½	Cunningham & Walsh
	Bing Crosby Program	½	Cunningham & Walsh
Longines-Wittnauer Watch Co.	Longines Symphonette	½	Victor A. Bennett Co.
	Choraliers	½	Victor A. Bennett Co.
Manhattan Soap Co.	Frank Goss, News	¾	Duane Jones Co.
Mars Inc.	People Are Funny	½	Leo Burnett Co.
Mennen Co.	Frank Goss, News	¾	Duane Jones Co.
Metropolitan Life Insurance Co.	Allan Jackson and The News	1¼	Young & Rubicam
Miles Labs.	Hilltop House	1¼	Geoffrey Wade Adv.
	Curt Massey Time	1¼	Geoffrey Wade Adv.
Morton Sales Co.	Visitin' Time	½	Klau-Van Pieterson-Dunlap Assoc.
National Biscuit Co.	Arthur Godfrey Show	1¼	McCann-Erickson
Pabst Sales Co.	Pabst Blue Ribbon Bouts	½	Warwich & Legler
Peter Paul Inc.	Frank Goss	½	Maxon Inc.
Dr. Pepper Co.	Dr. Pepper's Southern Sports Roundup	¼	Ruthrauff & Ryan
Philip Morris & Co.	Horace Heidt Show	½	The Biow Co.
Phillips Petroleum Co.	Rex Allen Show	½	Lambert & Feasley
Pillsbury Mills Inc.	House Party	1 hr., 25 min.	Leo Burnett Co.
	Cedric Adams	25 min.	Leo Burnett Co.
	Arthur Godfrey Show	1¼	Leo Burnett Co.
Planters Nut & Chocolate Co.	Edward R. Murrow	½	Raymond R. Morgan Co.
Procter & Gamble Co.	Beulah	1¼	Dancer-Fitzgerald-Sample
	Brighter Day	1¼	Compton Adv.
	Big Sister	1¼	Compton Adv.
	Young Dr. Malone	1¼	Compton Adv.
	Guiding Light	1¼	Compton Adv.
	Rosemary	1¼	Benton & Bowles
	Lowell Thomas	1¼	Compton Adv.
	Jack Smith Show	1¼	Dancer-Fitzgerald-Sample
	Ma Perkins	1¼	Dancer-Fitzgerald-Sample
	Perry Mason	1¼	Benton & Bowles
Reid-Murdoch	Arthur Godfrey Show	(alt. days with Toni)	Weiss & Geller
Rexall Drug Co.	Amos 'n' Andy	½	BBDO
R. J. Reynolds Tobacco Co.	Vaughn Monroe Show	½	Wm. Esty Co.
	Bob Hawk Show	½	Wm. Esty Co.
Richfield Oil Corp. of N.Y.	Larry Lesueur	¼	Morey, Humm & Johnstone
	Charles Collingwood	¼	Morey, Humm & Johnstone
S & W Fine Foods Inc.	Harry Babbitt Show	¾	Foote, Cone & Belding
Sealy Mattress Co.	The World Today, Carroll Alcott	¾	Alvin Wilder
Signal Oil Co.	The Whistler	½	Barton A. Stebbins Adv.
Sterling Drug Inc.	Songs for Sale	½	Dancer-Fitzgerald-Sample
Sylvania Electric Products Inc.	Grantland Rice	¼	Roy S. Durstine Inc.
The Toni Co.	This is Nora Drake	1¼	Foote, Cone & Belding
	Arthur Godfrey Show	(alt. days with Reid Murdoch)	Foote, Cone & Belding
	Alias Jane Doe	25 min.	Foote, Cone & Belding
	Mystery Singer	5 min.	Foote, Cone & Belding
U. S. Army & U. S. Air Force Recruiting Service	Frankie Laine Show	½	Grant Adv.

Sponsor	Program	Hours per week	Agency
Wildroot Co.	F.B.I in Peace & War	¼	BBDO
	The World Today, Carroll Alcott	¾	BBDO
Wm. Wrigley Jr. Co.	Life with Luigi	½	Arthur Meyerhoff & Co.
	Gene Autry Show	½	Ruthrauff & Ryan

M B S

Sponsor	Program	Hours per week	Agency
American Fed. of Labor	Frank Edwards	1¼	Furman, Finer Co.
American School	Gabriel Heatter	¼ EOW	Olian Adv. Co.
American Tobacco Co.	Les Higbie & the News	25 min.	BBDO
	Talk Back With Happy Felton	25 min.	BBDO
Beltone Hearing Aid	Gabriel Heatter	¼ EOW	Olian Adv. Co.
B. T. Babbitt Inc.	Bab-O-Reporter	2½	Wm. H. Weintraub
Capehart-Farnsworth	News With Vandeventer	¼	J. M. Mathes Adv.
Christian Reform Church	Back to God	½	Glenn-Jordan-Stoetzel
Dawn Bible Students Assn.	Frank and Ernest	¼	Wm. Gleeson Co.
Derby Foods	Sky King	50 min.	Needham, Louis & Brorby
*Gillette Safety Razor Co.	World Series	(time indef.)	Maxon Inc.
Johns-Manville Corp.	Bill Henry and the News	25 min.	J. Walter Thompson
Kellogg Co.	Clyde Beatty	1¼	Leo Burnett Co.
	Wild Bill Hickok	25 min.	Leo Burnett Co.
Kraft Foods Co.	Queen for a Day	½	J. Walter Thompson
Lorillard, P., & Co.	Queen for a Day	1½	Lennen & Mitchell
Lutheran Laymen's League	Lutheran Hour	½	Gotham Adv. Inc.
Miles Labs	Curt Massey Time	1¼	Geoffrey Wade Inc.
Murine Co.	Cedric Foster and the News	5 min.	BBDO
Pal Blade Co.	Rod & Gun Club of the Air	25 min.	Al Paul Lefton Adv.
Pearson Pharmacal Co.	Gabriel Heatter	¼	Harry B. Cohen
Personna Blade Co.	Gabriel Heatter	¼	J. D. Tarcher & Co.
Quaker Oats Co.	Challenge of the Yukon	1½	Sherman & Marquette
	Man on the Farm	½	Sherman & Marquette
Radio Bible Class	Radio Bible Class	½	Stanley G. Boynton
State Farm Mutual Auto Ins. Co.	Cecil Brown	10 min.	Needham, Louis & Brorby
Sterling Drug Inc.	Ladies Fair	2 hrs. 5 min.	Dancer-Fitzgerald-Sample
VCA Labs.	Gabriel Heatter	¼	Harry B. Cohen Adv.
Voice of Prophecy Inc.	Voice of Prophecy	½	Western Adv.
Williamson Candy Co.	True Detective Mysteries	½	Aubrey, Moore Wallace Inc.

N B C

Sponsor	Program	Hours per week	Agency
Allis-Chalmers Mfg. Co.	The National Farm & Home Hour	½	Bert S. Gittins
American Cigarette & Cigar Co.	The Big Story	½	Sullivan, Stauffer, Colwell & Bayles
American Dairy Assn.	David Lawrence	¼	Campbell-Mithun Inc.
American Tobacco Co.	Kenneth Banghart & the News	25 min.	BBDO
	Your Hit Parade	½	BBDO
American Trucking	American Forum of the Air	½	Biow Co.
Armour & Co.	Dial Dave Garroway	1¼	Foote, Cone & Belding
Assn. of American Railroads	The Railroad Hour	½	Benton & Bowles
Bell Telephone System	The Telephone Hour	½	N. W. Ayer & Son

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* Only in October.
EOW—Every other week.

(Continued on page 86)

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LABOR CASES

NLRB Acts on WPEN, WWOL and WNBT (TV)

IBEW complaint that William Penn Broadcasting Co. (WPEN-AM-FM Philadelphia) had "illegally interfered" with employes' rights by renewing its contract with American Communications Assn. is pending once again before the National Labor Relations Board.

The board last April overruled the findings of a trial examiner and dismissed for lack of proof the complaint that the unit sought by IBEW was appropriate for collective bargaining. But it reopened the case, remanding it to the examiner for further evidence.

Examiner George A. Downing last week found that the unit was appropriate and concluded that William Penn "unlawfully rendered support and assistance" to ACA by renewing its contract. Bargaining history with ACA, he added, was "at best a defective one," because that union bargained "for a group of heterogeneous classifications such as have never been recognized as constituting an appropriate unit . . . "

In another case, NLRB handed down a decision touching on the status of Frank Saj, a non-supervisory employe at WWOL Buffalo, N. Y. (Greater Erie Broadcasting Co.). Issue hinged on Mr. Saj's right to vote in an election involving NABET. The board ruled that Mr. Saj had not become a non-supervisory employe during the period between a hearing and the election. WWOL claimed it bestowed supervisory authority on Mr. Saj in the interim period, and that he was not eligible to vote.

WNBT Ruling

In a third case, NLRB said NBC engineers and other employes at WNBT (TV) New York "who regularly spend more than 50% of their time handling and placing television lights . . . are in effect stage electricians" and would belong in the unit represented by International Alliance of Theatrical Stage Employes.

This ruling was handed down last Tuesday in a decision clarifying unit descriptions set forth last July. A joint petition asking for clarification had been filed by IATSE (AFL) and NABET (CIO), along with NBC Inc. Balloting held in May 1950 resulted in the election of IATSE as bargaining agent for stage electricians, carpenters and property men.

The petitioners sought a clarification to determine whether the classification of "stage electricians" was intended to cover only employes bearing those titles on the payroll or those spending more than 50% of their time in placement of TV lights. NBC previously testified that engineers had spent only a minor portion of their time on lighting duties.

In its initial decision, the board noted that under a compromise in effect at NBC in May 1950, TV lights were handled and placed by engineer members of NABET and stage electricians belonging to IATSE at NBC Radio City studios. At NBC's 106th St. Theatre and International Amphitheatre, only electricians handled lighting.

The order represented another NABET defeat inasmuch as NLRB bracketed engineers spending majority of their time on lighting with electricians. Originally, the board had concluded that engineers should constitute a distinct unit. It noted, however, that the ruling applied only to NBC employes, in the case at hand, and implied it might be interpreted differently in other instances [Broadcasting • Telecasting, Aug. 6].

In the NBC case, to which ABC originally was a party, NLRB explained its "reconsideration of the record" thusly:

> . . . It is evident from the delineation of lighting duties . . . that these duties whether carried out by stage electricians or engineers, do not bring into play advanced electronic knowledge or skills acquired through higher learning or special training and experience. . . . When an engineer ceases to perform such work as a mere incident to his all-around engineering functions, but regularly takes on these duties as his main operation, he thereby forsakes his special field and assumes the character of a stage electrician.

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Radio Network Clients for Fall 1951

(Continued from page 85)

Sponsor	Program	Hours per week	Agency
Belmont Radio Corp.	John Cameron Swayze Highlighting the News	¼	Henri, Hurst & McDonald
Brown Shoe Co.	Smilin' Ed McConnell & his Buster Brown Gang	½	Leo Burnett Co.
Campbell Soup Co.	Double or Nothing	2½	Ward Wheelock Co.
DeSoto-Plymouth Dealers	It Pays to Be Ignorant	½	BBDO
E. I. duPont de Nemours & Co.	Cavalcade of America	½	BBDO
Faultless Starch Co.	Faultless Starch Time	¼	Bruce B. Brewer & Co.
Firestone Tire & Rubber Co.	The Voice of Firestone	½	Sweeny & James Co.
General Foods Co.	Father Knows Best	½	Benton & Bowles
General Mills Inc.	Hymn Time	1¼	Knox Reeves Adv.
	Live Like a Millionaire	2 hrs. 5 min.	Knox Reeves Adv.
Gulf Oil Corp.	Counterspy	½	Young & Rubicam
George A. Hormel Co.	Music with the Hormel Girls	½	BBDO
Hudson Coal Co.	The Hudson Coal Miners	¼	Clements Co.
Kraft Foods Co.	The Falcon	½	Needham, Louis & Brorby
Lever Bros. Co.	Big Town	½	Sullivan, Stauffer, Colwell & Bayles
Lewis-Howe Co.	The Carmen Dragon Show	½	Dancer-Fitzgerald-Sample
Liggett & Myers Tobacco Co.	Bob Hope Show	½	Cunningham & Walsh Inc.
	Dragnet	½	Cunningham & Walsh Inc.
Manhattan Soap Co.	The Women in My House	1¼	Duane Jones Co.
Miles Labs	News of the World	1¼	Geoffrey Wade Adv.
	One Man's Family	1¼	Geoffrey Wade Adv.
Mutual Benefit Health & Accident Assn. of Omaha	On the Line with Bob Considine	¼	Bozell & Jacobs
Pet Milk Sales Corp.	Jack Pearl & Mimi Benzell	½	Gardner Adv.
	Mary Lee Taylor	½	Gardner Adv.
Petroleum Advisers Inc.	Cities Service Band of America	½	Ellington & Co.
Philip Morris Tobacco Co.	Philip Morris Playhouse on Broadway	½	Biow Co.
Procter & Gamble Co.	Welcome Travelers	2½	Biow Co.
	Life Can Be Beautiful	1¼	Benton & Bowles
	Road of Life	1¼	Compton Adv.
	Pepper Young's Family	1¼	Pedlar & Ryan
	Right to Happiness	1¼	Compton Adv.
	Backstage Wife	1¼	Dancer-Fitzgerald-Sample
	Lorenzo Jones	1¼	Young & Rubicam
Pure Oil Co.	Kaltenborn Edits the News (M-W-F)	¾	Leo Burnett Co.
	Harkness of Washington (Tues.-Thurs.)	½	Leo Burnett Co.
RCA	The Private Files of Rex Saunders	½	J. Walter Thompson
	Musical Merry-Go-Round	½	J. Walter Thompson
	Phil Harris-Alice Faye Show	½	J. Walter Thompson
Reynolds Metals Co.	The Big Show	½	Buchanan & Co.
R. J. Reynolds Tobacco Co.	Grand Ole Opry	½	Wm. Esty Co.
Skelly Oil Co.	Alex Dreier (M.-F.) This Farming Business (Sat.)	1½	Henri, Hurst & McDonald
Sterling Drug Inc.	Stella Dallas	1¼	Dancer-Fitzgerald-Sample
	Young Widder Brown	1¼	Dancer-Fitzgerald-Sample
Sun Oil Co.	Sunoco Three Star Extra	1¼	Hewitt, Ogilvy, Benson & Mather
Swift & Co.	The Red Foley Show	1¼	J. Walter Thompson
United States Steel Corp.	Theatre Guild on the Air	1	BBDO
United States Tobacco Co.	Martin Kane-Private Eye	½	Kudner Agency
Wesson Oil & Snow Drift Sales Co.	Dr. Paul	1¼	Fitzgerald Adv.
Whitehall Pharmacal Co.	Just Plain Bill	1¼	John F. Murray Adv.
	Front Page Farrell	1¼	John F. Murray Adv. and W. Earl Bothwell Adv.

FCC Actions

(Continued from page 81)

Decisions Cont.:

out prejudice of application.

Waldo W. Primm, Sanford, N. C.—On Commission's own motion, removed application from hearing docket.

WMPM Smithfield, N. C.—Granted request to dismiss petition to intervene in proceeding re applications of Waldo W. Primm, Sanfard, N. C. and State Capital Brcstrs, Raleigh, N. C.

By Hearing Examiner James D. Cunningham

WVOW Logan, W. Va.—Granted petition insofar as it requests continuance of hearing re its application and that of KJEF Jennings, La.; hearing continued from Sept. 5 to Nov. 20 in Washington.

WARM Scranton, Pa.—Granted petition for continuance of hearing from Aug. 28 to Sept. 27 in Washington in proceeding re its application.

By Hearing Examiner Hugh B. Hutchison

WMOD Moundsville, W. Va. and Greater Newcastle Bcstg. Corp., New Castle, Pa. and Sanford A. Schafitz, Farrell, Pa.—Dismissed as moot petitions by WMOD and Greater Newcastle to require Schafitz to amend his application to specify trans. site, ant. and ground system. Granted petition of Mr. Schafitz for leave to amend his application by substituting new engineering data specifying definite trans. site, ant. and ground system. Ordered that further hearing in proceeding re application of Greater Newcastle and that of Mr. Schafitz shall be held Oct. [illegible] in Washington.

By Hearing Examiner Elizabeth C. Smith

The Opp Bcstg. Co., Inc., Opp, Ala.—Granted petition for continuance of hearing from Aug. 27, to Oct. 26 in Washington in proceeding re its application and that of Covington Bcstg. Co., Inc., Opp, Ala.

Easton Publishing Co., Easton, Pa. and Allentown Bcstg. Corp., Allentown, Pa.—Granted motions by Easton and Allentown requesting that transcript of hearing in proceeding re applications be corrected in various respects.

Capitol Radio Enterprises, Sacramento, Calif.—Granted petitions—one requesting leave to amend application to correct typographical error with respect to phasing of ant. system contained in engineering data attached to application and other asking leave to amend such application in order to show maximum expected operating value which was omitted from application. Record closed.

By Hearing Examiner Leo Resnick

WPAW Pawtucket, R. I.—Granted request for dismissal of petition for waiver of provisions of Sect. 1.821 of Commission's Rules, subject matter of which were depositions received in evidence; dismissed petition for waiver.

Richland Radio, Pulaski, Tenn.—Deferred action on petition for order to take depositions.

WKSR Pulaski, Tenn.—Deferred action on petition for order to take depositions.

August 29 Applications . . .

ACCEPTED FOR FILING

Modification of License

KDON Palm Beach, Calif.—Mod. license to change main studio location AMENDED to change to Salinas-Santa Cruz, Calif.

Modification of CP

WIMS Michigan City, Ind.—Mod. CP, as mod., authorizing increase in power etc. for extension of completion date to 180 days after grant.

WIVI Christiansted, V. I.—Mod. CP, as mod., new AM station for extension of completion date to 90 days after grant of mod. CP AMENDED to change completion date to 60 days after grant.

WEHS (FM) Chicago, Ill.—Mod. CP to change ERP, ant. height etc.

AM—1440 kc

WJJL Niagara Falls, N. Y.—CP to change trans. location to Long Rd., near Sandy Beach, Grand Island, N. Y. and install new vert. ant.

FM—106.5 mc

WSTP-FM Salisbury, N. C.—CP new FM station AMENDED to change from Ch. 291 (106.1 mc) to Ch. 293 (106.5 mc).

License Renewal

Following stations request license renewal: WSOY-FM Decatur, Ill.; KYBS (FM) Dallas, Tex.; WHBL-FM Sheboygen, Wis.

APPLICATION RETURNED

WIBS Santurce, P.R.—RETURNED application for assignment of license.

August 30 Decisions . . .

BY THE COMMISSION EN BANC

SEA Granted

WRFL(FM) Winchester, Va.—Granted request for extension of special experimental authority to operate by remote control from studios, to March 1, 1952 under same conditions.

FM Plan Amended

The Commission proposed to amend Revised Tentative Allocation Plan for Class B FM Stations to substitute Ch. 281 for Ch. 290 at Madison, Wis., and transfer channel 266 from Albany, Ga., to Dawson, Ga.

SSA Extended

KOB Albuquerque, N. M.—By order, granted extension of SSA to operate on 770 kc 25 kw-N 50 kw-LS, unl., for 6 months from Sept. 1; grant is without prejudice to any action the Commission might take during this period to comply with the decision of U. S. Court of Appeals for the District of Columbia Circuit in this matter.

Silence Authorized

KODI Cody, Wyo.—Granted authority to remain silent for 90 days for purpose of selling station.

Authority Extended

WIOD Miami, Fla.—Granted extension of authority for 6 months from Sept. 5 to operate with nondirectional ant. and power reduced to 2 kw, pending reconstruction of authorized DA.

Transmitter Move

WBEN-TV Buffalo, N. Y.—Granted CP to move trans. site 22 miles from center of Buffalo to Colden, N. Y.

License Renewals and Extensions

Following commercial TV, experimental and aux. stations were granted further temporary extensions of licenses to Dec. 1:

WBKB, KA-3428, KA-3429, Chicago, Ill.; WABD New York, N. Y.; KCA-61, Oxford, Conn., KE2XDN, KE2XDR, KA-3431, KA-3432, near New York, N. Y.; KA-4448, near Pittsburgh, Pa., KA-3433, KA-3434, near Washington, D. C.; KM2XBB Los Angeles, KA-3436, KA-4841, KA-4842, near Los Angeles; KPIX San Francisco, Calif., KA-2086, near San Francisco, Calif.; WRGB Schenectady, N. Y., KA-2106, KA-2107, near Schenectady, N. Y.; KA-4858, near Boston, Mass.

Following noncommercial educational FM stations were granted renewal of licenses on a regular basis:

KRVM Eugene, Ore.; KSLH St. Louis, Mo.; KWGS Tulsa, Okla.; WABE Atlanta, Ga.; WBEH New Orleans, La.; WBOE Cleveland, Ohio; WBUR Boston, Mass.; WEPS Elgin, Ill.; WGRE Greencastle, Ind.; WITJ Ithaca, N. Y.; WKAR-FM East Lansing, Mich.; WSDX Louisville, Ky.; WSHS Floral Park, N. Y.; WUOA Tuscaloosa, Ala.; WUOT Knoxville, Tenn.

Following FM stations were granted further temporary extensions of licenses to Dec. 1:

KDKA-FM Pittsburgh, Pa.; KYW-FM Philadelphia, Pa.; WBZ-FM Boston, Mass.; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne, Ind.; KBON-FM Omaha, Neb.; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis, Mo.; WAJL Flint, Mich.; WGTR Paxton, Mass.; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J.; WEAW Evanston, Ill.; WEHS Chicago, Ill.; WMMW-FM Meriden, Conn.; KRKD-FM Los Angeles, Calif.; WLDM Oak Park, Mich.; WKJF Pittsburgh, Pa.; WWDC-FM Washington, D. C.; WLRD Miami Beach, Fla.

Following FM stations were granted renewal of licenses on a regular basis:

KQV-FM Pittsburgh, Pa.; WJHP-FM Jacksonville, Fla.; KALE-FM Yakima, Wash.; KDNT-FM Denton, Tex.; KWIL-FM Albany, Ore.; WBUT-FM Butler, Pa.; WBYS-FM Canton, Ill.; WDLB-FM Marshfield, Wis.; WEXI St. Charles, Ill.; WFAH Alliance, Ohio; WFMH-FM Cullman, Ala.; WFOW Madison, Wis.; WKBR-FM Manchester, N. H.; WLBR-FM Lebanon, Pa.; WTAL-FM Tallahassee, Fla.; WWOD-FM Lynchburg, Va.; WWON-FM Woonsocket, R. I.

Following FM stations were granted temporary extension of licenses to Dec. 1:

WIFM Elkin, N. C.; WABX Harrisburg, Pa.

WOI-FM Ames, Iowa—Granted temporary extension of license of noncommercial educational FM station to

(Continued on page 88)

OPS FORMULAS

Could Affect Radio-TV

STABILIZATION officials were busy in Washington last week promulgating orders and regulations which will affect the advertising and radio-TV industries.

Office of Price Stabilization permitted advertising and other costs involved in promoting private brand products by grocery wholesalers to be reflected in jobbers' selling prices. Probably this will be a precedent for large food chains, supermarkets and other types of food retailers.

On another front, OPS is proceeding to revise Ceiling Price Regulation 22 to permit advertising and other overhead costs to be accounted in a product's selling price. This is for manufacturers. For advice, OPS last Tuesday consulted with 16 manufacturers. The new system will be patterned after the Capehart formula [BROADCASTING • TELECASTING, Aug. 27] that is contained in the amended Defense Production Act.

The Wage Stabilization Board still must come up with ruling on whether radio-TV workers are to be exempt from wage ceilings in the way their industry is exempt under price control.

The Salary Stabilization Board last Wednesday appointed a committee to study the salaries of screen, radio, state and television employes who come under its jurisdiction.

The three-man committee, chairmaned by Roy Henrickson, formerly of the Agriculture Dept., will confer with employers and employees in the talent field and present recommendations. Other members are Philip F. Siff, formerly with Lehman Bros., N. Y., and former director of Selznick International & United Artists, and Neal Agnew, former vice president of Paramount Pictures, now consultant to independent motion picture distributors.

The Salary Stabilization Board last week set up a three-man committee to confer with radio, TV and other entertainers in an effort to work out a salary formula for talent. Thus far the board has passed individually on unusual high pay increases.

TWA Changes Plans

TRANS-WORLD Airlines will not resume the weekly half hour transcribed NBC *The Blandings* in fall as planned because Cary Grant and his wife, Betsy Drake, who played the leads, are unable to continue in the series due to heavy movie commitments. Agency is BBDO, New York. Don Sharpe, Hollywood program packager, has auditioned Robert Cummings and Jane Wyatt for the title roles with expectation of originating from New York with a new sponsor.

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"...it was the most successful sale we have ever conducted"

(See Two Page Ad)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

FCC Actions

(Continued from page 87)

Dec. 1:

General Electric Co., Syracuse, N. Y.—Granted further temporary extension of license of developmental broadcast KE2XCV to Dec. 1.

Gates Radio Co., Quincy, Ill.—Granted renewal of license for developmental broadcast station, with certain modifications KS2XAO.

KSIW Woodward, Okla.—Granted renewal of license.

Following AM stations were granted further temporary extensions of licenses to Dec. 1:

KALA Sitka, Alaska; KHBR Hillsboro, Tex.; KVVC Ventura, Calif.; WINK Ft. Myers, Fla.; WKOW Madison, Wis.; WNVA Norton, Va.

August 30 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. lic. to change from DA-DN to DA-N.

Modification of CP

KBOX Modesto, Calif.—Mod. CP, as mod., new AM station for extension of completion date.

KGDE Fergus Falls, Minn.—Mod. CP to change frequency etc. for extension of completion date.

KNBR North Platte, Neb.—Mod. CP new AM station for extension of completion date.

WRRF Washington, N. C.—Mod. CP to change hours, increase power etc. for extension of completion date.

License for CP

WLEA Hornell, N. Y.—License for CP, as mod., new AM station on 1480 kc.

WRIC Richlands, Va.—AMENDED to change name of applicant for license for CP new AM station from partnership d/b as Clinch Valley Bcstg. Co. to Clinch Valley Bcstg. Corp.

AM—1420 kc

Chehalis, Wash.—CP new AM station 810 kc 1 kw D AMENDED to change to 1420 kc.

License Renewal

Following stations request license renewal: KMCM McMinnville, Ore.; WGRO Bay City, Mich.; WMPM Smithfield, N. C.

HALL TO WCCO

Appointed Sales Manager

ROY W. HALL, account executive on the television sales staff of CBS Radio Sales since January, preceded by three years as an AM account executive for Radio Sales, has been appointed sales manager of WCCO Minneapolis, CBS-owned station, effective immediately.

Starting with the Hearst newspapers in 1936, Mr. Hall next joined the sales staff of James Leeds & Sons, manufacturing company, returning to advertising and entering radio in 1940 with the sales service department of WOR New York. Two years later he moved to ABC as an account executive in the network's spot sales division. After three years war service in the ETO as a first lieutenant in the Army Air Corps, he returned to ABC, then moved to CBS Radio Sales in 1945.

WJR Dividend

DIVIDEND of 10 cents per share, payable Sept. 14 to shareholders as of Sept. 7, was declared last week by directors of WJR The Goodwill Station Inc., Detroit, according to President John F. Patt.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH AUGUST 30

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,291	2,255	136		299	125
FM Stations	654	543	117	*1	11	3
TV Stations	107	87	22		432	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Wichita Falls, Tex.—Announced final decision denying application of James H. Sligar for new AM station on 860 kc, 250 w, daytime. Decision Aug. 27.

Cumberland, Ky.—Announced final decision granting application of Blanfox Radio Co. Inc. for new AM station on 1490 kc with 250 w fulltime; subject to condition that applicant make satisfactory adjustment of all reasonable complaints of blanket interference within its 250 mv/m contour. Decision Aug. 29.

WORD Spartanburg, S. C.—Announced final decision granting switch in facilities from 1400 kc, 250 w, fulltime, to 910 kc, 1 kw, fulltime, directional; engineering conditions including provision that WORD be responsible for eliminating any objectionable interaction with WSPA Spartanburg. Decision Aug. 27.

WWST Wooster, Ohio—Announced final decision granting increase in power from 500 w to 1 kw, operating daytime only on 960 kc. Decision Aug. 27.

KLOK San Jose, Calif.—Announced final decision granting request for change in facilities from 5 kw, daytime only, to 5 kw-day, 1 kw-night, night-directional, on 1170 kc; conditions. Decision Aug. 29.

INITIAL DECISIONS

KFXD Nampa, Idaho—Hearing Examiner Leo Resnick issued initial decision favoring grant of application to increase power from 1 kw to 5 kw on 580 kc with day-night directional; conditions. Favored denial of KOPR Butte, Mont. application to switch from 550 kc, 1 kw, fulltime to 580 kc, 1 kw-night, 5 kw-day, night-directional. Decision Aug. 24.

MEMORANDUM OPINIONS AND ORDERS

Oak Harbor, Ohio—Adopted memorandum opinion and order denying petition of The Rural Bcstg. Co. of Ohio for review of examiner's ruling in memorandum opinion of Feb. 16 denying leave to amend application for new AM station (on 1470 kc, 1 kw, fulltime) to show redesign of daytime directional array. Order Aug. 27.

Ft. Stockton, Tex.—Announced memorandum opinion and order denying petition and motion of Trans-Pecos Bcstg. Co. for leave to intervene and enlarge issues in matter of revocation of KFST Ft. Stockton's construction permit. Order Aug. 27.

WTUX Wilmington, Del.—By order, granted authority to continue temporary operation until midnight, Dec. 10, pending action on petition for rehearing and other relief filed by WTUX on Nov. 1, 1950, directed against FCC decision released Oct. 12, 1950 denying renewal of license. Order Aug. 29.

KABI Ketchikan, Alaska—By memorandum opinion and order, denied petition by KTKN Ketchikan and KINY Juneau requesting FCC to set aside grant of construction permit for KABI and designate Aurora Bcstrs. Inc. application for Juneau station for hearing. Order Aug. 29.

WSB-TV Atlanta, Ga.—On its own motion, Commission postponed effectiveness of Aug. 8 memorandum opinion and order granting assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. and stayed the same until Sept. 14. Order Aug. 29.

Non-Docket Actions . . .

AM GRANTS

Prairie Du Chien, Wis.—Prairie Bcstg. Co. Granted 1280 kc, 500 w, daytime; engineering conditions. Principals include President Edwin W. Erdman (11.6%), technician Draves Radio Lab; Vice President Jasper J. Harwood (5%), technician Mueller Radio Inc.; Secretary-Treasurer Walter C. Schlaugat Jr. (13.3%), engineer WFOX Milwaukee; Thomas N. Gallagher (10%), owner Gallagher Real Estate Co.; Arthur F. Vahovious (13.3%), civilian air technician, Air National Guard. Granted Aug. 24.

Wildwood, N. J.—Francis J. Matrangola. Granted 1230 kc, 100 w, fulltime. (Removed from hearing docket.) Estimated construction cost $6,504. Applicant is instructor for New York Technical Institute of Maryland, Baltimore. Granted Aug. 24.

Juneau, Alaska—Aurora Bcstrs. Inc. Granted 630 kc, 1 kw-day, 500 w-night; engineering condition. Permitee is also permitee of KABI Ketchikan. Granted Aug. 29.

WILS Lansing, Mich.—Granted increase in daytime power from 1 kw to 5 kw on 1320 kc with 1 kw-night, directional antenna 2; engineering conditions. Granted Aug. 24.

KLIX Twin Falls, Idaho—Granted reduction in daytime power from 5 kw to 1 kw, change in daytime directional system and transmitter; engineering conditions. (Presently licensed on 1340 kc, 250 w, fulltime; has construction permit for 1310 kc, 5 kw-day, 1 kw-night, directional. Granted Aug. 24.

WSKY Asheville, N. C.—Granted switch in facilities from 1490 kc to 1230 kc, 250 w, fulltime and changes in antenna system; engineering conditions include stipulation that program tests will not be authorized until WISE Asheville shifts from 1230 kc to 1310 kc. Granted Aug. 29.

WWSC Glens Falls, N. Y.—Granted increase in nighttime power on 1410 kc from 500 w to 1 kw, directional; change transmitter location and directional antenna system; specified new completion date eight months from date of grant; engineering conditions. Dismissed related WWSC petition as moot. Granted Aug. 29.

KBND Bend, Ore.—Granted switch in facilities from 1270 kc to 1110 kc with 1 kw, fulltime, night-directional. Granted Aug. 29.

FM GRANTS

WAGA-FM Atlanta, Ga.—Granted decrease in ERP from 50 kw to 42 kw. Granted Aug. 24.

WTOL-FM Toledo, Ohio—Granted decrease in ERP from 50 kw to 1.3 kw and antenna from 340 ft. to 160 ft. Granted Aug. 24.

WFBC-FM Greenville, S. C.—Granted decrease in ERP from 160 kw to 8.7 kw and antenna from 1,120 ft. to 170 ft. Granted Aug. 29.

WORZ-FM Orlando, Fla.—Granted decrease in ERP from 18.5 kw to 16.5 kw; conditions. Granted Aug. 29.

KOA-FM Denver, Col.—Granted decrease in ERP from 43 kw to 23.5 kw and antenna from 405 ft. to 185 ft.; condition. Granted Aug. 29.

TRANSFER GRANTS

WRNO Orangeburg, S. C.—Granted transfer of control WRNO Inc., licensee, from R. L. Easley to Frank S. Best and Frank S. Best Jr. through purchase of 90 shares by Mr. Best Sr. for $1,700. Granted Aug. 24.

KTAN Sherman, Tex.—Granted transfer of control Sherman Bcstg. Corp., licensee, from E. T. Fant Jr. and F. W. Anthony to Charles L. Cain for $7,600. Mr. Cain has been a KTAN employe. Granted Aug. 24.

WSKI Montpelier, Vt.—Granted transfer of control Montpelier-Barre Bcstg. Co. Inc., licensee, from Christian Leader Pub. Co. to Nathan Greenburg and Charles W. Grinnell through purchase of stock from several present stockholders for $35,000. Purchase represents all of outstanding stock except one share. Mr. Greenburg is director of Capital Savings Bank, Montpelier, and Mr. Grinnell is director Civil Defense Agency State of Vermont, District 3. Granted Aug. 24.

WIBC Indianapolis, Ind.—Granted acquisition of control WIBC Inc., licensee, by Richard M. Fairbanks through stock reorganization plan which gives him a 51% Class B voting stock. Granted Aug. 24.

KEVA Shamrock, Tex.—Granted assignment of license from Albert Cooper and James Daniell Abbott to new partnership including Farrell M. Brooks, chief engineer and commercial manager. Mr. Brooks pays $6,000 for his 20% interest. Granted Aug. 30.

New Applications . . .

AM APPLICATIONS

Ozark, Ala.—Ozark Bcstg. Corp., 9 kc, 1 kw, daytime; estimated construction cost $11,900; first year operating cost $24,000; first year revenue $30,00 Principals include President Douglas Brown (2¼%), attorney; Vice President Bertram Bank (33⅓%), ⅓ owner WTBC Tuscaloosa; Secretary-Treasurer W. S. Garner (2½%), owner Garner Insurance Co.; V. P. Taylor (2½%), automobile dealer; J. W. H. Belcher (½%), ½ owner Belcher Produce Co.; J. H. Kelley (1%), owner Kelley Brokerage Co.; T. A. Goff (½%), undertaker-attendant; W. C. Brown (22%), drug store owner; Fred B. Saliba (10%), merchant; Jimmy Seaborn (10%), broadcast engineer; Jesse Strickland (10%), merchant. Filed Aug. 28.

Cocoa, Fla.—Brevard Bcstg. Co., 11 kc, 250 w, daytime; estimated cost $15,700; operating cost $26,800; revenue $42,848. Partners are W. D. Wilson (22 2/9%), attorney; Seay Dormay Wilson (22 2/9%); Davis E. Wilson (22 2/9%), chief engineer WDLP Panama City, Fla.; Emerson W. Browne (16⅔%), chief engineer WTRR Sanford, Fla.; Sarah A. Browne (16⅔%). Filed Aug. 29.

FM APPLICATIONS

Portland, Ore.—Pioneer Bcstrs. Inc., Ch. 262 (100.3 mc), 57 kw, antenna 9 ft. No construction cost as applicant owns KGW-FM facilities, formerly licensed to Oregonian Pub. Co. Applicant is licensee of KGW (AM). Filed Aug. 23.

Olney, Ill.—Olney Bcstg. Co., Ch. 2 (92.9 mc), 18.38 kw; estimated cost $9,315; operating cost $4,800; revenue $12,000. Applicant is licensee of WVL Olney. Filed Aug. 29.

TV APPLICATIONS

Meridian, Miss.—Birney Imes Jr., Ch. 11 (198-204 mc), 11.6 kw visual, 5.8 kw aural, antenna height 250½ ft. Estimated cost $90,000; operating cost $100,000; revenue $100,000. Applicant is licensee of WMOX Meridian. Filed Aug. 24.

TRANSFER REQUESTS

WJBO and WBRL (FM) Baton Rouge, La.—Transfer of control Baton Rouge Bcstg. Co. Inc., licensee, from Charles P. Manship Jr. and Douglas L. Manship, co-executors of estate of Leon D. Manship, to Charles P. Manship Jr., Douglas L. Manship, Douglas L. Manship Jr., Richard F. Manship, and David C. Manship. Transfer is for purpose of carrying out terms of Mrs. Leon Manship's will. Filed Aug. 29.

KSMO San Mateo, Calif.—Assignment of license from Amphlett Printing Co. to Bay Radio Inc. for $80,00 Principals in transferee are President S. A. Cisler (55%), part-owner WKY Louisville, WXLW Indianapolis, WXG Richmond; Rachel W. Cisler (45%), wife of S. A. Cisler. Filed Aug. 3

WIRO Ironton, Ohio—Assignment of construction permit from Glacus G. Merrill to Iron City Bcstg. Co. Inc., corporation owned 99% plus by him. Filed Aug. 24.

WCHI (FM) Chicago Heights, Ill.—Acquisition of control Chicago Heights Bcstg. Co., licensee, by President Anthony Santucci through purchase by the corporation of Secretary F. J. Armbruster's 22.6% for $2,394. Mr. Santucci will own 60% after transfer. Filed Aug. 28.

Deletions . . .

TOTAL deletions to date since Jan. AM 24, FM 53, TV 0. New deletions and effective dates follow:

WBND Belleville, Ill.—Belleville News Democrat, construction permit Aug. 29.

WCUO Cleveland, Ohio—UAW-CIO Bcstg. Corp., license, Aug. 20. Applicant's request.

Engineers Buffaloed

RADIO ENGINEERS arriving at a construction site at Avalon on Santa Catalina Island, Calif., to set up equipment for a new station, KBIG, were ill-prepared for the obstacle that confronted them. They found the site had been taken over by a herd of American buffalo. It took the engineers several hours of friendly persuasion before these "vanishing Americans" would relinquish the site. The wilds of Avalon are one of the few remaining sanctuaries of the bison.

TRADE RULES

FTC Sets Meet Sept. 26

FEDERAL Trade Commission last Friday unveiled a tentative draft of proposed new trade practice rules for the radio-TV industry and simultaneously set Sept. 26 as the date for a second conference of government and industry representatives.

The conference will be held in the National Archives Bldg. auditorium, Washington, at 10 a.m. Subsequent sessions are slated for Sept. 27-28 if necessary. FTC Chairman James Mead is expected to preside.

The FTC tentative draft, prepared by its staff and released last week, conforms substantially to recommendations set forth by the Radio-Television Mfrs. Assn. and other groups. These representatives attended the first conference last June [BROADCASTING • TELECASTING, June 25] when color TV erupted as a bitter controversial issue in the one-day proceedings.

At that time, the commission agreed to compile a summary of suggested rules and regulations and distribute them to industry parties, a procedure which it set in motion last week. The rules are merely tentative and have no official FTC approval.

These proceedings are designed to formulate trade practice rules which would eliminate and prevent unfair methods of competition, deceptive practices and other abuses falling within the commission's jurisdiction. The rules will replace those now governing the radio manufacturing industry and also be extended to TV set makers.

Significant provisions in the staff draft are those which deal with representations for color TV. It would be "an unfair trade practice" for any industry member to advertise or represent that:

- **A television receiving set is a color television receiving set, or a color television receiving set when parts or accessories are added, unless such television receiving set is capable, as so constituted, of reproducing color television signals in color from a color television transmitting station.**
- **An adaptor or other device for color television is capable of producing television pictures in color when such is not the fact.**

COPPER STRIKE

Creates Manufacturer Threat

MATERIALS scarcity problems appeared seriously compounded for manufacturers of radio-TV appliances and military electronic orders Thursday as the nation found itself tied up with a copper strike of threatening dimensions.

Industry authorities generally conceded that, if the work stoppage continues for another week, production of copper would scale down through the present stockpile, let alone dislocate the whole chain of electronic output for both civilian and defense orders.

Equipment manufacturers have continuously faced shortages, dating back to last fall when the government imposed gradual cutbacks. But the present strike of mine, mill and smelter workers portends a more ominous spectre. Seven unions are involved in negotiations with companies which produce 95% of the nation's copper, much of it going into highly-developed electronic weapons.

Aside from copper, for which manufacturers have devised substitutes, lead, zinc and other output would be affected. Another example is selenium, a scarce byproduct of the smelting and refining process, used in rectifiers. Allocation is now under study by the government. Employment disruption in a number of plants, especially those in plants handling government contracts, appeared certain pending settlement of the strike.

There has been a critical scarcity of copper scrap and base alloy right along, not to mention steel scrap—so critical that the government had to draw out some 25,000 pounds from its already low stockpile.

Truman Acts

Another effect of the strike, which prompted President Truman to wield the Taft-Hartley injunctive axe, could be drastic cuts in the allocation of basic materials (copper, steel and aluminum) under the government's Controlled Materials Plan. Consumer durable makers are down to 65% below pre-Korean levels.

Late Thursday government mediators tried to set up new bargaining sessions. While union and company officials met, the President signed an executive order invoking the Act. He also set up an inquiry board to investigate and report to him by Tuesday.

Even with early settlement of the strike, further cutbacks in copper for non-defense projects seemed almost a certainty, perhaps late this month. Factory schedules for September already are in effect.

Copper is used in many portions of TV sets, with pound ratio for television about five times greater than that needed for radio receivers. It also is used to plate steel chassis, and in AC power transformers, filter chokes and coils, and antennae. Cadmium has been utilized as a substitute, but this metal is scarce too.

Supplies of galvanized sheet, copper, aluminum and zinc also are in short supply, with no prospect of relief in the foreseeable future. Additionally, the government has called an emergency conference in Washington for Sept. 11 to discuss methods of uncovering new supplies of iron and steel scrap. In another move, President Truman set up a Defense Materials Procurement agency under Jess Larson, General Services Administrator, to look into means of obtaining materials in the U. S. and abroad.

The situation on nickel is perhaps just as acute. The direct effect here is on manufacturers of permanent magnetic loudspeakers and assemblers of cathode ray tubes. A Senate Small Business subcommittee, headed by Sen. Blair Moody (D-Mich.), has been exploring an alleged black market in this metal.

Still in all, the National Production Authority last week notified manufacturers who use copper, steel or aluminum that they now may appeal any previous denials of requests for adjustments of their allotments under CMP. NPA said it has set up a three-man board which would grant relief "to the extent permitted by the availability of materials."

The need for greater conservation in use of mica for condensers in electronics and radio equipment and a proposed order designed to give amateur radio operators priority assistance in obtaining equipment also were reviewed by government authorities past fortnight.

EXCISE TAXES

Group Omits Radio-TV Levy

SENATE Finance Committee last Thursday failed to include an administration-proposed increase in federal excise taxes on radio and telesets at the manufacturing level.

The increase desired by the administration would have boosted the excise tax on sets from the current 10% to 25%, or a total raise of 15%.

However, the committee hiked excise taxes on automobiles, cigarettes and other items, requested by the administration.

The Senate group's action ignoring radio-TV, followed the House procedure. Radio-TV industry spokesmen protested the request for increased levies on receivers during a Senate hearing early last month [BROADCASTING • TELECASTING, Aug. 6, July 30].

The committee was expected to study the excess profits tax as well. Suggestions that industries which were in the period of growth during the years now taken as the so-called "base period" in computing excess profits be treated differently so as to bring the tax base more in line with normal operation, have been made both by radio-TV industry spokesmen and have been heard on the floor of the Senate.

CHICAGO REUNION

Bermuda Trip Recalled

CHICAGOANS reminisced on Shangri-La, the exclusive Westinghouse retreat, last Tuesday when the company entertained agency buyers and media directors at luncheon in the Racquet Club. The reunion of midwesterners who went to Bermuda on the original surprise trip to Shangri-La included:

Phil Bowman and Marion Reuter, Young & Rubicam; Hal Rorke, J. Walter Thompson; Jane Daly, Earle Ludgin; Kay Kennelly, Olian Adv.; John Platt, McCann-Erickson; George McGivern, Grant; Genevieve Lemper, Foote, Cone & Belding; Jane McKendry, Needham, Louis & Brorby; Lou Nelson, Wade Adv; Ray H. Reynolds, Rogers and Smith; Holly Shively, Ruthrauff & Ryan, and Evelyn Vanderploeg, Schwimmer & Scott; Carl Georgi Jr., D. P. Brother and Co., and Bill Bryan, Free & Peters came from Detroit. Westinghouse officials on hand were President Walter Evans, Sales Manager E. R. Borroff, J. E. Baudino, Eldon Campbell, W. E. Wiemers, W. B. McGill, Bob Duffield, Dave Lewis, Franklin Tooke, Bill Swartley and George Tons.

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On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 minutes: Can be adapted to special local situations.

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FELLOWS ASKS CHANCE TO OPPOSE BENTON BILL

"URGENT" desire of broadcasters and telecasters to be heard in opposition to Benton legislation (S 1579, SJ Res-76) expressed to Chairman Edwin C. Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, by Harold E. Fellows, NARTB president (see story page 23).

Legislation considered "the most dangerous and far-reaching to come before Congress in recent years," Mr. Fellows said, terming this unanimous opinion of industry. He indicated "substantial number" of witnesses both within and without industry will want to testify.

TV PLAN CHANGED FOR SOUTHERN CALIFORNIA

CHANGE IN TV allocations along Southern California-Mexican border officially made public Friday when FCC released text of Aug. 29 letter from Chairman Coy to Will C. Crawford, San Diego school superintendent. Instead of proposed Channels 7 and 9 to Mexicali, new allocation proposes only Channel 3, deleted from San Diego [BROADCASTING • TELECASTING, Aug. 13].

Mr. Coy assures Mr. Crawford that educators who favored FCC's plan to reserve Channel 3 for education in San Diego would have a chance to file new comments on remaining channels allocated—8 and 10 or 21, 27, 33. In any event, Mr. Coy says, Commission will reserve one of UHF channels for educational TV.

WAUSAU, WIS. TV BID

ONLY TV application filed last week was request for Ch. 7 in Wausau,, Wis., by Rib Mountain Radio Inc., owned 60% by the Morgan Murphy-Walter C. Bridges interests and 40% by *Wausau Record-Herald*. Rib Mountain Radio wants 48.6 kw from 814 ft. antenna. Construction cost estimated at $240,445, first year operating expenses, $150,000. President and general manager is W. C. Bridges; vice president is J. C. Sturtevant, publisher *Record-Herald;* secretary-treasurer is Morgan Murphy. Bridges-Murphy stations are WEBC Duluth, WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, WISC Madison, Wis. Mr. Bridges owns controlling interest in WJMC Rice Lake, Wis., and Mr. Murphy owns majority in KVOL Lafayette, La. On Friday, WOW-TV Omaha got STA to run transmitter at full 5 kw, boosting output from 16.7 kw to 17.5 kw.

FLYNN PROMOTED

HENRY FLYNN, account executive, promoted Friday to assistant general manager, CBS Radio Sales.

RELAY OPERATIONS

TRANSCONTINENTAL TV relay facilities will be in operation 5½ hours weekly starting Sept. 30, according to Donn Tatum, western director of ABC television.

CROSS-COUNTRY RATE ON NEW CBS-TV CARD

CBS-TV Rate Card No. 6 for first time offers advertiser live transcontinental TV program service, with addition of KTSL (TV) Los Angeles, KSL-TV Salt Lake City, KPIX (TV) San Francisco and KFMB-TV San Diego to CBS-TV interconnected stations, which now total 51 out of 61 affiliates. Base evening hour rate for 51 interconnected station network is $39,200; for full 61 stations, $44,000. New card shows 45-minute rate at 80% of hourly rate instead of 85% as heretofore. Facilities charges are set at $325 an hour within eight consecutive hours, $350 an hour otherwise. Remote facilities are priced at $1,250 per pickup. Card is dated Sept. 1.

DuMONT TO LEND SETS TO WORLD SERIES VIEWERS

PROMOTION of DuMont television receivers tying in with World Series this fall announced by Walter L. Stickel, national sales manager of Receiver Sales Division.

DuMont will form World Series clubs whenever group of five or more people register with dealer, signifying their intent to watch series telecasts in group. Sets will be installed wherever "club members" choose—in home, barbershop, hotel, or bus terminal—in time for opening game and for duration of series. Promotion is open to all authorized DuMont dealers through their distributors.

TV'S SOCIAL IMPACT CITED BY PSYCHOLOGISTS

SCIENTISTS' view of TV's impact on public reflected in three papers on television slated for presentation at four-day American Psychological Assn. Convention which opened Friday at Chicago's Hotel Sherman.

In papers scheduled to be given Dr. Thomas E. Coffin, supervisor, program research division, NBC TV Dept., suggested that video's success as advertising medium is measurement of TV's success as training medium. Dr. G. D. Wiebe, research psychologist, CBS Radio Div., contended that television, under certain demonstrable conditions, can help achieve social and cultural objectives.

SADDLER, PETERSON NAMED

MAY BROADCASTING Co., owner-operator of KMA Shenandoah, Ia., and KMTV (TV) Omaha, has named Owen Saddler, general manager, as executive vice president. Howard O. Peterson, sales manager, was advanced to vice president in charge of sales. President Edward May said action was based on expansion of company and growth of Omaha operations to major proportions.

WNEX MACON JOINS ABC

WNEX Macon, Ga., 250 w on 1400 kc, effective Sept. 30 becomes an affiliate of ABC. Station also is MBS affiliate. WBML Macon moves from ABC to NBC Sept. 30 (see photo page 26).

Closed Circuit

(Continued from page 4)

was under RCA sponsorship 3½ years. Plan contemplates Sunday afternoon time on full radio network, with rotation of "blue chip" advertisers. Pickups would be world-over from "battle stations." Col. E. M. Kirby, radio-TV chief of Army, who created World War II series in collaboration with RCA-NBC, has been contacted by Robert Woodruff, Coca Cola chairman and other officials about development of program.

NEW holdup on Senate Judiciary Committee hearing of FCC Comr. Frieda B. Hennock's judgeship nomination attributed to Chairman Pat McCarran's (D-Nev.) absence. Nevadan is on West Coast attending Japanese peace treaty observances. Date now pegged for next week to give interested parties advance notice. FCC Chairman Coy and Vice Chairman Walker also expected to testify.

NEXT PHASE of RCA-NBC color demonstrations, to get under way Sept. 10, will include "networking" of its electronic color. While date hasn't been set, series contemplates transmission over AT&T coaxial cable of color program from New York to Washington where all in government (including FCC) can see for themselves. Sometime soon it's indicated RCA will seek FCC authority to field test its compatible color, in accordance with criteria laid down by Commission last year.

COMMENT of Frank Folsom, RCA president, on statement by CBS Laboratories Division Vice President Peter C. Goldmark that laboratory tests with RCA tri-color tube are not as good as color disc: "So what."

CHAIRMAN Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee may have given industry members indication of speedy consideration of dormant McFarland Bill (S658). But there are few portents of action. House is on extended recess. Besides, some of Rep. Crosser's key committee staffers are vacationing, along with members.

SNARL developing in NARTB aural and TV dues plan, with aural members paying extra for video services. Meantime BAB is getting jump by signing stations in advance of NARTB-BAB divorce next April. Joint NARTB boards not to work out aural-video-BAB dues formula until December.

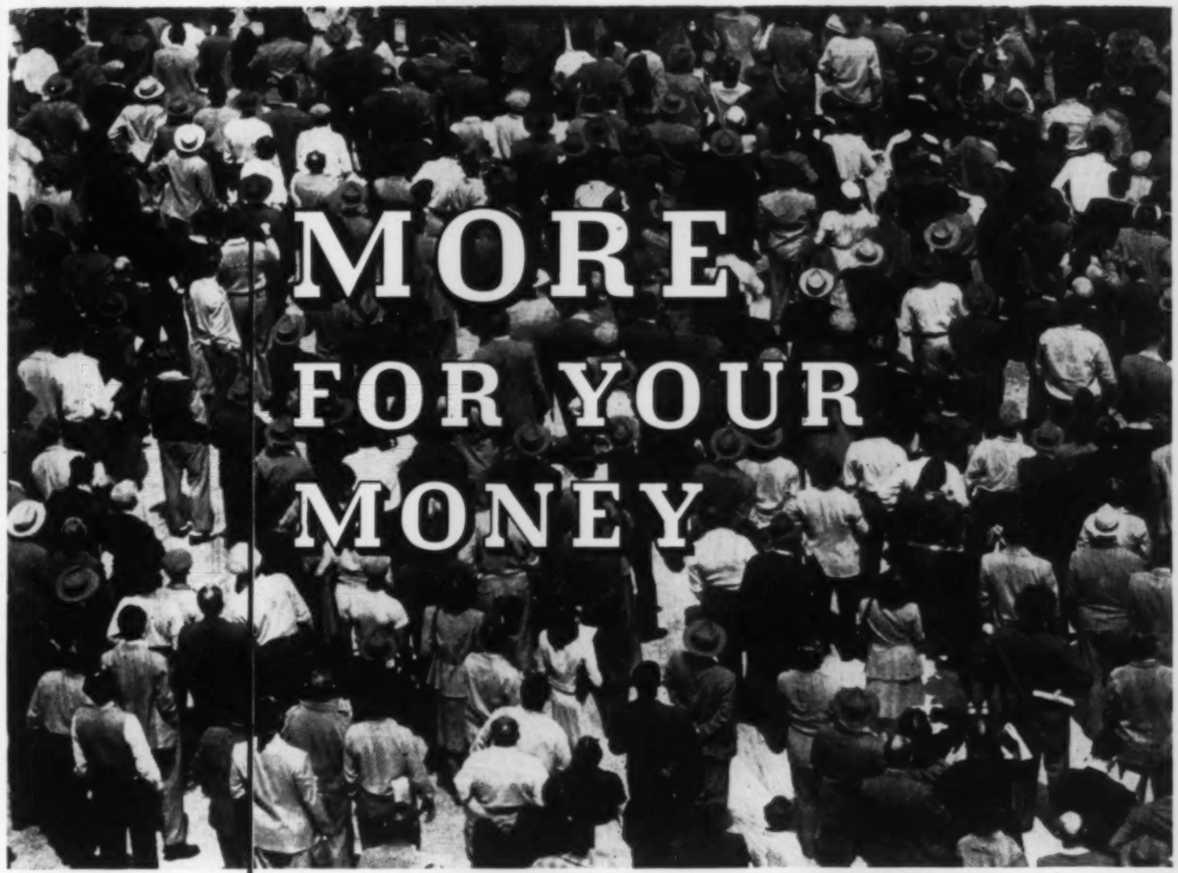
NARTB quietly preparing up-dated data on TV station construction costs to meet rapidly growing demand as thaw approaches. Section will be added on UHF.

TELEPROMPTER RULING

TELEPROMPTER employes don't have to b NABET members, National Labor Relation Board ruled last week. In decision on complaint of Teleprompter principals (Irving Kahn, Twentieth Century-Fox executive) NLRB ruled that visual prompter aid shall b operated by Teleprompter's own employes—members of International Alliance of Theatrical Stage Employes. Dispute between NABE and Teleprompter forced several stoppages NBC *Little Show* rehearsals last February.

MEYERS TO MATHES

CHARLES H. MEYERS, Grey Adv., Ne York, to J. M. Mathes, New York, as accou executive.



That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW— reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW **THE NATION'S MOST MERCHANDISE-ABLE STATION**

XUM